PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

SEGAL SMITH HENNESSEY
1026 WOODYARD BLDG
WASH 5 D C 344

Now . . . waltzing away with DAYTIME audiences!

WOR's fun-filled family quiz...

"the better half matinee"

*4:00 to 4:30 P.M., Mondays through Fridays**

Yes, it's the same riotous, rollicking quiz-show that stacked up high ratings in the evenings — now translated into a click WOR daytime feature! It's the program that once pulled 25,000 local requests for a party booklet in 14 weeks — now a natural for home-product advertisers who want to reach women at one of the most sales-responsive hours of the afternoon.

"THE BETTER HALF MATINEE", with Tiny Ruffner piloting the fun and knitting the commercials into the stunts, is putting even further gloss on a tried and found-terrific formula. If you haven't heard this daytime edition of "THE BETTER HALF", we urge you to catch it this week on the air, or on a WOR audition disk. If you have, we suggest you call PE 6-8600 today, while there is still room for sponsors on a participating, fifteen-minute or half-hour basis.

** Saturdays, too, starting December 8*

Another show that makes sales grow from **wor** *1440 Broadway, New York 18*

MUTUAL

WITH WLS HELP...

REMINGTON GOT A DOCTOR

THE POSTMARK SAID "Remington, Indiana." The letter was from a wife and mother. The story she told us got immediate attention.

"Our small town," she wrote, "of 869 people and all the farm families in this area just don't know where to turn. You see, WE HAVE NO DOCTOR.

Can you help us?"

Investigation showed not only Remington but also two neighboring villages had no doctor. WLS went to work. A broadcast explained the plight of the community.

Then things moved quickly. A Chicago physician, just out of the Navy, heard the plea and contacted WLS. He was interested in a rural practice. WLS arranged a meeting between him and Remington officials. Now Remington has a doctor.

He and his family have entered into the friendly life of the community. His wife is a 4-H Club leader, and their two daughters have joined the school band.

Folks in Remington don't have this worry any more. There's a doctor on the job . . . because WLS was on the job. We're glad we could help. And we're proud our listening friends have so much confidence in us that they come to us with their problems.

For 21 years we've been a part of their daily living, serving their educational, spiritual and entertainment needs. We've helped them in their business, with daily market and other farm reports. That's why they consider WLS their friend and neighbor . . . almost as one of the family. When our listening friends need help, they come to us . . . and they get it.

A Clear Channel Station

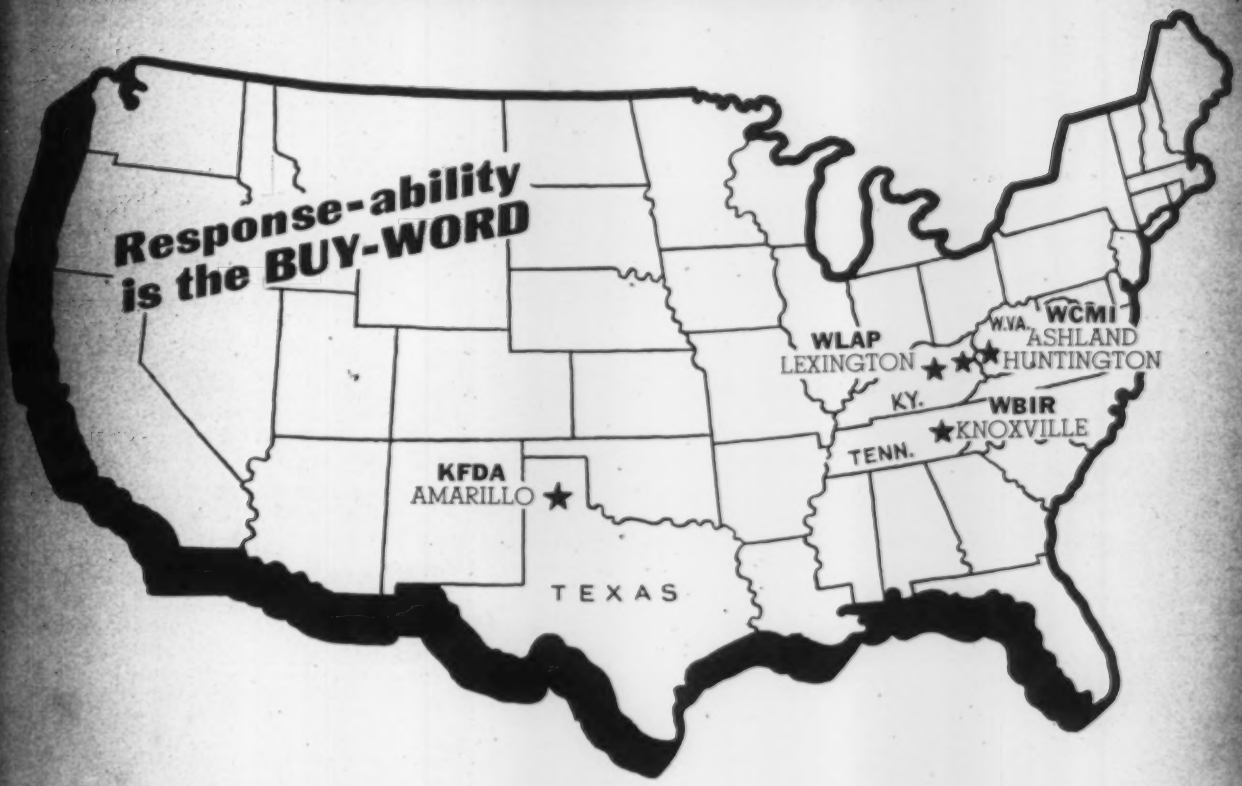
WLS CHICAGO 7

50,000 watts, 890 KC, American Affiliate. *Represented by* JOHN BLAIR & COMPANY. *Affiliated in Management with* **KOY**, *Phoenix, and the* ARIZO
NETWORK—**KOY**, *Phoenix*, ★ **KTUC**, *Tucson* ★ **KSUN**, *Bisbee-Lowell-Douglas*

ROVIDE . . .
verage where
counts ★

THE
Nunn
STATIONS

SELL . . . . .
four important
markets ★



★WBIR
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American Affiliate
Knoxville, Tenn.

4
GOOD
BUYS

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Miller A. Welch, Mgr.
American Affiliate
Lexington, Ky.

★KFDA
Howard P. Roberson, Mgr.
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Amarillo, Texas

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CBS Affiliate
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Huntington, W. Va.

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Owned and Operated by GILMORE N. NUNN and J. LINDSAY NUNN

REPRESENTED BY JOHN E. PEARSON CO.

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BROADCASTING... at deadline

Closed Circuit

DON'T TAKE too lightly reports about Paul A. Porter graduating to White House top secretariat. With crush of executive activity, folks in high places feel talented FCC chairman could give President Truman a real lift. No inkling yet what will eventuate, and it may be he simply will be borrowed for short period and take leave from FCC.

PAUL D. P. SPEARMAN, spokesman for the regional broadcasters, several months ago told Dallas Smythe, FCC chief economist, that he could predict the first 10 programs of the rural dwellers' choice in their proper sequence. When the FCC released the rural survey summary, it developed that Attorney Spearman had made good—100 percent. He was reared on a farm.

LOOK FOR an airing of the dual-band receiver issue soon, with a prominent upstate New York broadcaster blasting two prominent manufacturers with allegation that their policies obstruct progress of FM development.

DECISION on projected acquisition of control of Associated Broadcasting Co. by giant Atlas Corp., headed by Floyd Odlum, may come within next 10 days. Odlum advisers are checking operations closely and he has sought counsel and advice of many figures in broadcasting, including the veteran M. H. Aylesworth, first president of NBC.

BIGGEST BLAST yet on FCC scrutiny of programs is in immediate offing. Many months of secret study, including examination of records of some 300 stations now on temporary license, will culminate in report soon to FCC which will hit like bombshell.

WITH UNPRECEDENTED hearing burden facing not only FCC but legal and engineering practitioners, by virtue of proceedings three deep at FCC, as well as two running simultaneously in field, many lawyers figure they'll have to ad lib their presentations and hold them down to the bone. Moreover, difficulty of travel and getting hotel accommodations will make the going tough, and many practitioners feel they may find themselves due in three places at same time.

IF REPUBLICANS take House in 1946 as predicted by Chairman Herbert Brownell Jr., plans call for sweeping investigation of virtually all present agencies, with emphasis on FCC. Here's the setup: Minority Leader Joseph Martin of Massachusetts slated for Speakership. Rep. Richard B. Wigglesworth, also of Massachusetts, to head special committee to investigate FCC, bringing in top-notch Boston lawyer as general counsel.

RADIO MANUFACTURERS "burning" under letdown by Bureau of Census, Dept. of Commerce, over supplying OPA with financial figures which were given in belief they were confidential and for Dept. of Commerce use only. Census Bureau assured Radio Manufacturers Assn. questionnaires would be submitted for approval before going out. They weren't.

Upcoming

Dec. 13-14: NAB Finance Committee, NAB Hqrs., Washington.

Dec. 17-18: NAB Code Committee, Palmer House, Chicago.

Dec. 28: NAB FM Executive Committee, Palmer House, Chicago.

Jan. 3-4: NAB Board of Directors, Roosevelt Hotel, Hollywood.

Bulletins

GENERAL FOODS Corp., New York, will combine its NBC programs *Burns & Allen*, 8-8:30 p.m., and *Dinah Shore Show*, 8:30-9 p.m. into full hour of special programming for Christmas on Dec. 20. Scripts worked out by writers from Benton & Bowles, New York, agency for *Burns & Allen* show for Jello, and Young & Rubicam, New York, handling Dinah Shore, for Grapenuts Flakes.

HEARING of suit filed by Associated Broadcasting Corp. in Chicago against American Broadcasting Co. over use of "ABC Network" identification, postponed to Jan. 24. Settlement expected, with rights to signature going to American.

HOLIDAY shopping series, including descriptions and on-the-spot interviews with shoppers from all parts of country, will be featured Dec. 14 on a special broadcast on Mutual, *America Goes Christmas Shopping*.

WINS New York was to broadcast talks by principal speakers at Fifth Annual Nobel Anniversary dinner at Hotel Astor, 10-11 p.m. tonight.

Business Briefly

P & G CHANGES ● As result of poor showing in tests conducted on CBS since Aug. 2, P & G has dropped *Vic and Sade*, one of radio's oldest serials, in favor of *Jack Smith* show. Latter program takes over 13 stations carrying *Vic & Sade*, bringing total of 72 stations for P & G's Oxydol. Agency, Dancer-Fitzgerald-Sample.

WINX APPOINTS ● WINX Washington, *Washington Post* station, has appointed Headley Reed Co. as national representative, shifting from Forjoe & Co.

WALGREEN BUYS SHOW ● Walgreen Co., Chicago, on Dec. 8 began half-hour *Weekend Reporter* on WGN Chicago, 8:30-9 p.m. Saturdays. Schwimmer & Scott, Chicago, placed 30-week contract.

CHEMICAL SHOW BEGUN ● Consolidated Royal Chemical Corp., Chicago, now sponsoring *Bob Elson on the Century*, five-weekly, 7:05-7:20 p.m. CST over WIND Chicago, from eastbound Twentieth Century train. Arthur Meyerhoff & Co., Chicago, placed 13-week contract.

PRO GAME SPONSORED ● Wilson Sporting Goods Co., Chicago, will sponsor pro football game Dec. 16 or 23 on American from Cleveland. Harry Wismer, Johnny Neblett to handle play-by-play. Agency, U. S. Advertising, Chicago.

FARM-HOME CANCELLED ● EFFECTIVE today, American cancelling *Farm and Home Makers*, sustainer for past 18 years, retaining only Saturday portion of show. *Club Matinee*, now 12:30-1 p.m. CST, moves to old *Farm* time. Two new sustainers will take *Matinee* spot.

TANGEE IN CANADA ● George W. Luft Co., New York (Tangee lipstick), has started new advertising campaign in Canada for 1946. Sammy Kaye's *Tangee Time*, half-hour radio program, continues weekly on six Canadian stations. Agency is Export Adv. Inc., New York.

NAB Employe-Employer Plan Is Drawn

PATTERN for operation of Dept. of Employe-Employer Relations in NAB was drawn Friday at first meeting of new NAB Employe-Employer Relations Committee at association headquarters, Washington.

Armed with $60,000 budget for department, NAB will scan list of outstanding labor relations specialists. Department is to be in operation before year end. It replaces Labor Committee.

Friday meeting agreed industry must offer united front in employe-employer matters. All segments of industry offered suggestions on type of service desired, ranging from legal guidance and aid in negotiations to research assistance. Particular need was seen for complete statistical data for all types of broadcast employment.

Agreement was voiced that labor relations problems will become more serious as national labor situation develops. Improved handling of negotiations, conforming to modern trend in labor relations, was conceded to be industry-wide need. Effect of approaching increase in number of stations by as much as 1,000 within year or two was deemed important factor.

Present at meeting, besides Judge Justin Miller and A. D. Willard Jr., NAB president and executive vice-president, respectively, were: Small stations: John Elmer, WCBM Baltimore, committee chairman; Harry L. Poidevin, WRJN Racine; Frank King, WMBR Jacksonville. Networks, Frank K. White, CBS; John H. MacDonald, NBC. Regionals, Howard Lane, Marshall Field stations; Calvin J. Smith, KFAC Los Angeles. Large stations, William A. Fay, WHAM Rochester; J. O. Maland, WHO Des Moines. Board liaison members, Fred W. Borton, WQAM Miami; Clair R. McCollough, WGAL Lancaster. John E. Fetzer, board liaison member, did not attend.

YOUR *Super Salesman* IN *Oklahoma City*

KTOK'S complete exploitation of audience-building technique has won wide recognition. By reaching a concentrated audience of 395,801 people consistently, KTOK does a super salesman job on the 876 million dollar effective buying income. What KTOK is doing for other leading advertisers, it can do for you . . . it's a "selling" station with super audience-impelling advantages. That's why KTOK is a super buy for you —at LOW COST!

250 WATTS—1400 K.C.

Affiliated with
AMERICAN BROADCASTING CO., INC.
KEY STATION
OKLAHOMA NETWORK

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

STORZ BREWING CO.

Sponsoring play - by - play Ice Hockey for the 1945-1946 Season . . . . . .

BUCHANAN-THOMAS
Omaha, Nebraska

DOUGLAS COUNTY BANK

One half-hour period of "Wake Up America" weekly . . . Continuously since 1943 . . . . . .

Basic American
November 1, 1945

GORDON GRAY
General Manager

KOIL

Represented by
Edward Petry Co., Inc.

5000 WATTS

1290 KILOCYCLES

Basic
AMERICAN BROADCASTING CO. . . . in *Omaha*

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The Weekly Newsmagazine of Radio

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Editor and Publisher

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* Reg. U. S. Pat. Office

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WHEN YOU THINK OF

YOU THINK OF WFIL

WFIL and Philadelphia's landmarks—like William Penn's statue atop City Hall—are linked together in the minds of Philadelphians.

There is good reason for this psychological simile. For whenever and wherever people gather for important civic or business events, you will find WFIL. This ubiquitous coverage for re-broadcast on "This Week in Philadelphia" and the direct broadcasts of many special events has given WFIL a preferred position as an integral part of Philadelphia life.

WFIL's spirited translation of "broadcasting in the public's best interest" has created a *public service personality* that also pays off for advertisers in listener response and loyalty.

Better check *now* with WFIL or the Katz Agency for proof of how WFIL can influence more listeners in the nation's third largest market.

WFIL 560 KC

PHILADELPHIA

In Philadelphia **WFIL** *means* **PROGRESS** *and* **PUBLIC SERVICE**

Represented Nationally by THE KATZ AGENCY

THE GINNY SIMMS SHOW

so does "Johnny Murray Talk

THERE are milkmaids . . . and *milkmaids*. But you've never seen one like this before. Five feet, five inches of shining loveliness . . . a blues-chasing smile . . . and a voice that plays havoc with your heartstrings. That's glamorous Ginny Simms — Borden's milkmaid on KNX every Friday evening. The way Ginny sells a song (and Borden's products) brings listeners crowding to loudspeakers from coast to coast.

What's more, the Staten Island listeners sway to the same sweet beat as folks on Catalina. KNX's top-skill brand of production guarantees that. Making the most of the *best* in radio entertainment is second nature at CBS-in-Hollywood. It means local KNX shows like *Johnny Murray Talks It Over* get genuine network polish at single-station cost.

Johnny is one of those "bests" we mentioned—as all Southern California (and Smart & Final, Ltd., Johnny's sponsor for seven years) will agree. He is also radio's most voracious bookworm. The "early birds" who catch this bookworm on KNX weekday mornings like the unusual facts and fiction that come to light when Johnny "talks it over."

Ginny and Johnny lead a conga line of sterling KNX shows past the microphone every week. To find out which are available (and suited) to carry your sales message to Southern California audiences, call us or Radio Sales. Able KNX production experts will take it from there.

Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Columbia's Station for All Southern California

ORIGINATES AT KNX...

lk t Over"

18 shows per week on WWDC

Tru-Blu Beer is one of the top beverages in Washington, D. C.

And what does Tru-Blu depend on in radio to keep its sales going full speed ahead?

That management uses WWDC exclusively. They put on 18 shows per week!

Here's another performance record in the favor of aggressive and imaginative programming.

If you've got something to sell down our way . . . take another look to see that WWDC is on your schedule.

WWDC

the big sales result station in Washington, D. C.

Represented nationally by

WEED & COMPANY

Feature of the Week

Rep. Patrick gives Bill Herson pointers on radio technique.

A NEW KIND of radio success story is coming to light on WRC Washington when numerous Congressmen are divulging on *Coffee With Congress* that they are radio alumni, graduated into the Capitol.

When WRC's Timekeeper, Bill Herson, thought up the idea of having breakfast every Saturday morning 8:15-9 with a Congressman—and putting him and his family on the air—he was afraid that a "stuffy, political atmosphere" would result. Not only has he found them to be "swell guys", he has also found many to be competition in the know-how of radio.

One of the recent *Coffee With Congress* guests, Congressman Luther Patrick (D) of Alabama, had been a morning man himself

(*Continued on page 85*)

Sellers of Sales

ONE of the few radio time-buyers to break into *Who's Who* is Raymond Everett Nelson, vice-president in charge of radio and television for Charles M. Storm Co., New York.

Mr. Nelson was born Feb. 12, 1907, in Cleveland. He attended Baldwin-Wallace U. where he received his LL.B. Since he wasn't 21 years old at the time of graduation, he couldn't practice law. He decided that he wasn't really interested in law and took a post-graduate course at Columbia U., majoring in harmony and score-writing.

Ray

In high school he participated in summer stock. At 18 he was producing light opera. From then on his career carried him into various fields. As a reporter for *Cleveland Press*, he helped solve a crime case and thus joined the Pinkerton Detective Bureau as an operator. A few months later he switched over to the Wm. J. Burns Detective Bureau.

In addition to his detective duties he announced on WCLE, now WHKK Akron. He also worked for WJAX WTAM WHK WJW among others and was program manager of WEVD. When 22, he organized a band, touring the country until he arrived in New York. The band broke up and he joined NBC as announcer-producer in 1937. Five years later he became NBC's eastern production manager. The latter part of that same year—1942—he joined WOR New York as director of daytime programs and Mutual as supervision of television activities. One year later, 1943, he took over his present position with Charles M. Storm.

Mr. Nelson buys radio time for Tintex and Sears Roebuck. He is one of television's pioneers and has used the medium for the following accounts: *Esquire* Magazine, Park & Tilford cosmetics, *Real Story*, *Official Detective*, *Click* Magazine, Casual Clothes, etc.

His hobby outside of radio and television, he reveals, is his 33-foot cabin cruiser Sea-Jay, named after his 4½-year-old daughter Carole's initials.

The Nelsons were married in 1939. She was the former Betty Stern. Mrs. Nelson is a blues-singer and has a program on WINS New York.

Ray Nelson is vice-president of American Television Society and a member of Cleveland Opera Clubs, Westchester (New York) Opera Guild and Manhattan Island Yacht Club.

YOU SELL WITH WDEL

NBC BASIC STATION

WILMINGTON, DELAWARE

Outstanding listener loyalty in the rich industrial and agricultural area it covers—Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia—is your assurance of sales results.

5000 WATTS DAY AND NIGHT

Sales Representative:

PAUL H. RAYMER

We Always Knew It Was The Best!

Yes, *we* always knew the Tulsa market area was the best in Oklahoma — best *now* and best in the great industrial tomorrow! And, why not?

Northeastern Oklahoma possesses more natural resources than any other part of the State. It enjoys Oklahoma's highest level of education, highest per capita income. With only 35% of Oklahoma's land area it has 47.8% of Oklahoma's population. It has a rich heritage of industrial experience which presently is providing 61% of Oklahoma's industrial wage earners with 64% of the State's industrial payroll.

Yes, sir! Oklahoma's future is in *Northeastern Oklahoma*, the center of progress — the *only* center that really counts! No wonder, then, there are *three applications on file today with the FCC for AM radio stations in Tulsa — and no wonder *two* of them are for 50,000 watt stations, filed by residents of Oklahoma's second market where there is *no* station of more than 5,000 watts.

We have always known the Tulsa market area was Oklahoma's best, but it's nice to have confirmation from our friends in Oklahoma City.

*As of November 20, 1945

RADIO STATION KVOO Tulsa

WSAI

A Marshall Field Station,

CINCINNATI 2, OHIO

BASIC AMERICAN BROADCASTING COMPANY

Nationally Represented by

LEWIS H. AVERY, INC.

NEW YORK—565 Fifth Ave., New York 17

CHICAGO—333 N. Michigan Ave., Chicago 1

SAN FRANCISCO—Russ Bldg., San Francisco 14

We Sell Merchandise

WSM

NASHVILLE

How else can a Radio Station stay in business? What other justification for its sponsors—than to sell merchandise or services of its sponsors?

For 20 years here at WSM, we've been selling merchandise through our 50,000-watt clear channel. You know a lot of our sponsors—and they have been with us a long time—entertaining and *selling*. They reach an audience of 5,000,000 folks who have the WSM habit. They'll lend a friendly and enthusiastic ear to your program—when it comes to them over their old stand-by WSM.

HARRY STONE, *Gen. Mgr.*

DEAN R. UPSON, *Comm. Mgr.*

EDW. PETRY & CO., *Natl. Reps.*

50,000 WATTS
650 KILOCYCLES
CLEAR CHANNEL
N. B. C. Affiliate

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Two years, Hendrix College
One year, KFRU, Columbia, Mo.
Three years, U. of Mo. (B.A., B.J.)
Two years, KWTO-KGBX, Springfield, Mo.
Four years, KSD, St. Louis
Three years, F.B.I.
Free & Peters (Chicago Office) since October, 1945

He says crime pays!—

JOE EVANS!

Is that a muffled scream you hear, the thud of a dagger striking home? Then call for Joe Evans — and when you need some national radio spots as well, Joe can fix *that* for you too! In case you're mystified, Joe Evans is an old radio man who for the past three years has been handling radio public relations for the F.B.I., as well as doing regular Bureau investigations. Now that he's an assistant account-executive in our Chicago Office, we predict that you're going to like Joe Evans as much as we do — and that's saying a good deal!

In the F.B.I., banks, radio stations, newspapers, mail-order houses, etc., etc., etc. — F&P is constantly searching *all over* for exceptionally promising men. We believe you will agree that we have, and have always had, the top men in this business.

That's why we know we'll be able to give you as good service for the next thirteen years as we have for the past thirteen — and why we also know we'll continue to *lead the field*, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *645 Griswold St.* Cadillac 1880 | SAN FRANCISCO: *111 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING

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Commission Sets Its Heaviest Schedule

268 Applications Will Be Heard; Many in Field

(*Schedule on page 37*)

THE HEAVIEST schedule in its history was set by the FCC last week with the adoption of a three-month calendar beginning Jan. 1 to consider 268 applications for standard, FM and television service previously designated for hearing. An additional 17 cases will be heard this month.

The schedule provides for five sets of hearings to run simultaneously in Washington and the field, with proceedings to be held on Saturdays generally as well as other week days and with a member of the Commission to preside when hearings are away from the capital.

Outstanding in the calendar is a provision for five days beginning Jan. 14 for the important clear channel hearings, bearing out indications that these proceedings will be recessed for further sessions at a later time (see story page 37). However, even the clear channel deliberations were not permitted to interfere with the program to consider broadcast applications, three sets of hearings being scheduled in Washington at the same time.

Field Hearings

In announcing the schedule, the Commission declared that in all hearings to be held in the field the Commissioner to preside "will immediately assume full control of the proceedings, including the handling of all motions, making arrangements for any pre-hearing conferences, and making any necessary or desirable adjustments in the hearing schedule."

For example, it was explained, in the case of 17 matters scheduled in Dallas, Tex., over a period of three weeks the Commissioner designated "will make arrangements and subsequently announce the scheduling during those same three weeks of a number of those proceedings in the Texas communities which are involved rather than in Dallas."

The Commission pointed out that it was not possible to hold hearings in the field on applications involving substantial engineering questions because it feels such problems can be better handled in Washington, both from the standpoint of its own experts and private consultants. Even where hearings are to be held in the field, it stated, "it is contemplated that at the discretion of the presiding officer evidence on substantial engineering questions will be heard in Washington either before or after the session in the field."

Arrangements Can Be Made

As to the effect of holding simultaneous hearings on engineering counsel representing numerous clients, the Commission said it was impossible to avoid setting for hearing on the same day two matters in which a particular consulting engineer is retained. "However," it observed, "since all substantial engineering questions will be heard in Washington, it is believed that appropriate arrangements can be made so that it will be possible for the consultant to testify in both proceedings."

The Commission added that it made every effort to separate hearings to accommodate attorneys representing various applicants but found it impossible to avoid conflicts with respect to legal counsel and that in some instances the same law firm is scheduled to appear in as many as three simultaneous hearings. In these cases, however, it pointed out, the firms involved have at least three members admitted to practice before the Commission.

Arranging its schedule on the premise that no hearing on a single application should consume more than one full hearing day, allowing for direct testimony and cross examination, the Commission urged parties to prepare their cases to adhere to the time alloted. Requests for postponements for a specific period of time, it declared, will not be entertained in view of the crowded condition of the hearing docket and the inevitable conflict with other hearings.

"Accordingly," the Commission ruled, "if for good cause shown it appears that a case cannot be heard on the date specified in the attached calendar, it will be removed from the calendar for rescheduling at a subsequent date, which probably could not be before April 1946."

To facilitate processing of the "unprecedentedly heavy volume" of broadcast cases scheduled, the Commission also announced temporary modifications in its hearing procedure (see page 87). These provide that petitions to intervene and motions to enlarge the issues be filed within 15 days after the issues have been made public and that proposed findings of fact and conclusions generally need not be filed unles specifically directed by the Commission. If successful, the changes may be adopted as regular procedure.

Radio lawyers were generally

(*Continued on page 87*)

FCC Opens Financial Files To Clear Channel Probers

NEW PRECEDENT was established last week by the FCC when it decided to throw open its station financial files, not heretofore available for public inspection, to the Clear Channel Broadcasting Service for preparation of data to be used for the clear channel hearings next month. (See story on page 18.)

In responding to a request from Louis G. Caldwell, counsel for the clear channel group, for preparation by the Commission from its financial files of exhibits to be used at the hearings, the Commission said certain data already are available in tabulated form. As to the remainder, the Commission declared it did not have the material processed and did not have a sufficiently large staff to undertake "this extensive project".

Wakefield's Comments

"Although, in general, this material is not available for public inspection, the Commission's rules do provide that such material may be made available in the Commission's discretion," said the letter from Acting Chairman Ray C. Wakefield.

"Since the data you request are related to issues in the hearing and upon the basis of your representations that you need such data for a proper presentation of your case," Mr. Wakefield continued, "the Commission has determined to make available to representatives of your group the basic data that you request which are in the Commission's possession. You will thus be in a position to make whatever studies and tabulations therefrom that you desire."

The action was expected to arouse opposition, since the annual financial report form supplied by stations and networks carries a specific FCC notation that the data are confidential and will not be available for public inspection in individual form and that the statistics will be used for composite breakdowns so that the identity of individual respondents will not be divulged. The Commission has been collecting the data annually since 1937. Within the last year, efforts have been made by Commissioners to make all financial reports available for public inspection but no such rule has been issued.

It is understood that FCC spokesmen at committee sessions on preparations for the clear channel hearings last summer initially proposed that the financial records be thrown open for public inspection by all parties. Mr. Caldwell, however, on behalf of his group, declined, on the ground that financial statements were supplied the Commission under the pledge of

(*Continued on page 86*)

Circuit Riders

FIVE MEMBERS of the FCC will be riding the circuit to hear broadcast cases, under the schedule adopted by the Commission for January, February and March. Comm. Walker will preside at hearings in Texas, Kansas and Arkansas. Comm. Denny's travels will take him to West Virginia, Connecticut, Georgia, South Carolina, Pennsylvania, Utah, Idaho and Washington. Comm. Durr goes to California, Arizona, Connecticut, Rhode Island and Massachusetts. Comm. Wakefield will visit Ohio, Wisconsin, Illinois, Alabama, Mississippi, Louisiana, Florida and California. Comm. Wills' assignments take him to New York, Massachusetts, Kentucky, Tennessee and Florida. Chairman Porter and Comm. Jett will hold the fort in Washington.

House Labor Bill To Affect Petrillo

HOUSE CONSIDERATION of a bill to give President Truman his requested authority to set up labor fact-finding boards is expected this week after members of both Houses of Congress tossed into the hoppers several more proposed measures, some of which would affect James Caeser Petrillo and his American Federation of Musicians.

On Wednesday Rep. Mary T. Norton (D-N. J.) introduced a bill (HR-4908) giving the President authority to set up fact-finding boards in labor disputes and prohibiting work stoppages pending hearings and recommendations by the boards. A similar bill was introduced Thursday in the Senate by Sen. Allen J. Ellender (D-La.).

In a special message to Congress last Monday President Truman asked for legislation authorizing him to establish fact-finding boards, following principles of the Railway Labor Act. Such an act would be effective, he wrote, "in such widespread industries, for example, as steel, automobile, aviation, mining, oil, utilities and communications." Mr. Truman said he did not intend to make the list exclusive, but his emphasis on communications indicated that the Chief Executive had radio in mind as necessary to the public interest.

Several bills were presented earlier last week by Sen. E. H. Moore (R-Okla.), while in the House Rep. Howard Smith (D-Va.) introduced a joint resolution (HJ-Res. 280) to create a joint committee of Congress to study and recommend labor legislation. Rep. Smith also sponsored (HR-4875) for investigation of labor disputes

While the Norton and Ellender bills were designed to cover the overall labor situation, either would

(*Continued on page 91*)

Industrywide Steps Are Taken To Cope With Music Situation

INDUSTRYWIDE handling of the radio music situation developed for the first time Thursday when groups representing all segments of broadcasting met at the Hotel Statler, Washington, under auspices of the NAB. It was the initial session of the new Industry Music Committee appointed Nov. 24 by NAB President Justin Miller.

Harmonious discussion of the music problem by groups representing industry segments that face widely diversified interests was in itself regarded as a helpful step, since networks, their affiliates, clear-channel, regional, local and FM stations approach the AFM situation from viewpoints that frequently are antagonistic.

Possibility that Judge Miller will meet within a month or two with James C. Petrillo, AFM president, was hinted after the meeting.

Modernizing of industry approach to labor relations was investigated, a procedure in line with the current national trend in employe-employer negotiations.

Fear Feather-Bedding

Committee members voiced concern over the series of maneuvers by Mr. Petrillo to expand featherbedding without regard for industry needs or ability to pay. It was suggested that broadcasters now face the prospect of the most serious labor relations in industry history.

The industrywide committee, operating somewhat similar to the group that handled copyright matters with ASCAP some years ago, looked over the music situation as a whole with the idea of a uniform policy to govern all negotiations and procedure. It was agreed informally that leadership was vital and that the industry must act in the interest of all its segments.

Discussion of FM disclosed the feeling that the Petrillo ban on dual AM-FM musical broadcasts would seriously handicap the development of FM broadcasting at a time when this class of stations was in its infancy. On behalf of FM it was pointed out that after all FM stations are broadcasting stations, not a special breed, and the AM-FM distinction is disappearing, both appealed to the same audience.

During discussion on the pending Lea Bill (HR-4737) to curb the AFM, it was pointed out that the proposed law would be of great benefit to broadcasters and musicians alike, in that it would tend to prevent the union from forcing certain demands on stations.

The bill is designed to protect stations against demands for hiring more musicians than are necessary to carry out program work. Likewise it would serve as protection, according to the discussions, for those stations which want to broadcast local school bands and orchestras as public service features but are prohibited by the AFM because the school organizations are not union.

Stops Coercion

It was further explained that the bill would stop the AFM practice of forcing stations to employ union musicians as platter turners and would eliminate the Petrillo "unemployment" fee assessed for use of musical transcriptions.

Present besides Mr. Miller and A. D. Willard Jr., NAB executive vice-president, were: Frank R. Russell, NBC; Frank K. White, CBS; Keith Kiggins, American; Robert D. Swezey, Mutual; E. E. (Ted) Hill, WTAG Worcester; T. R. Streibert, WOR New York (clear channel); Paul W. Morency, WTIC Hartford. Regional: T. A. M. Craven, WOL Washington; J. Harold Ryan, WSPD Toledo. Small: Clair R. McCollough, WGAL Lancaster; Marshall Pengra, KRNR Roseburg, Ore. Independent: Wayne Coy, WINX Washington; John Elmer, WCBM Baltimore (chairman Employe-Employer Relations Committee); Walter J. Damm (chairman, FM-NAB Executive Committee).

Drawn for BROADCASTING by S.d Hix

"Look, Bub! Either get that squeak out of those shoes or get an AFM card!"

Halsey Welcome

BROADCAST of New York City's official welcome on Dec. 14 to Admiral William F. Halsey Jr., will be carried by WNYC and WOR New York. Both stations will broadcast his arrival at LaGuardia Field, 11-11:15 a.m. WNYC will carry the City Hall ceremonies at which time Mayor LaGuardia will present Admiral Halsey with a scroll making him an honorary citizen of New York.

NAB Starts Small Stations Activities

Allen Brown Is Assistant Head Of Broadcast Advertising

EXPANSION of NAB service to small stations has been started by its Bureau of Broadcast Advertising with the addition Dec. 1 of J. Allen Brown, former general manager of WFOY St. Augustine, Fla., as assistant director of broadcast advertising under Director Frank E. Pellegrin [BROADCASTING, Nov. 19].

Mr. Brown is conducting a study of activities of the NAB Small Market Stations Committee in preparation for the series of small market station conferences to be held during the NAB district meetings during the winter and spring.

Mr. Brown also is making a spot-check survey of methods by which station salesmen on small outlets are paid. Under consideration is a study of management practices among small market stations based on the experience of successful operators during the last 25 years.

Helen A. Cornelius, former assistant director of broadcast advertising, has been named special counsel on retail broadcast advertising to the NAB. Since September 1944 she has been at NAB, joining when Lewis H. Avery was director of broadcast advertising to aid in organizing and planning the Joske clinical test in San Antonio, where the department store is completing a one-year laboratory experiment on the value of broadcast advertising.

Miss Cornelius will re-establish her own counseling and advisory business which she closed to take active part in Government work during the war and will headquarter in New York after Jan 1. She is secretary of the board of the Advertising Federation of America. Last winter she contacted merchants and stations throughout the country on the NAB district meeting circuit. She has worked closely with the Radio Dept., Sales Promotion Division, of National Retail Dry Goods Assn.

Three subcommittees dealing with broadcast advertising were named at the Nov. 29-30 New York meeting of the Sales Managers Executive Committee [BROADCASTING, Dec. 3] in addition to those already announced. They were:

Rate Card Standardization—Arthur Hull Hayes, CBS, chairman; William Doerr, WEBR Buffalo; K. K. Hackathorn, WHK Cleveland; J. Kelly Smith, CBS.

Sales Practices—John Outler, WSB, chairman; Lincoln Dellar, KXOA Sacramento; Odin Rameland, KDAL Duluth; Craig Lawrence, Cowles stations; Henry Christal, Edward Petry & Co.

Joske Clinical Test—Cecil Beaver, WOAI, chairman; Arthur Hull Hayes, CBS; Lewis H. Avery, station representative; Walter Johnson, WTIC.

High Court Rules Hearings Mandatory

FCC Is Reversed In Ashbacker Decision

By BILL BAILEY

(Text of Majority Opinion on Page 81)

THE SUPREME COURT has ruled, in a decision which ostensibly takes WJEF Grand Rapids, Mich., off the air after 11 months of operation, that the FCC must hear all mutually-exclusive applications before making grants. The opinion is expected to have an impact on development and licensing of FM and television stations in congested areas.

In a 5-2 decision last Monday, the highest tribunal reversed the FCC's grant of a license to WJEF, owned by John E. and Rhea Y. Fetzer, also owners of WKZO Kalamazoo, and sustained the appeal of Ashbacker Radio Corp., licensee of WKBZ Muskegon. Both applicants had sought 1230 kc with 250 w power. The Commission granted the Fetzer application and designated the Ashbacker plea for hearing [BROADCASTING, March 19, Oct. 22]. The Court of Appeals for the District of Columbia sustained the FCC.

A 25-day period is allowed by the Supreme Court for petitions for rehearing, after which a mandate is handed down. At the Commission it was learned that no plans for rehearing petition are under consideration.

The opinion, written by Associate Justice Douglas, and concurred in by Chief Justice Stone and Associate Justices Reed, Murphy and Burton, held that "where two bona fide applications are mutually exclusive the grant of one without a hearing to both deprives the loser of the opportunity which Congress chose to give him." The FCC had contended that hearings in all cases of conflicting applications were "unsound from a practical standpoint as well as a legal standpoint."

Justice Frankfurter, who wrote the much-quoted network regulations decision of May 10, 1943 on the composition of radio program "traffic", handed down a dissenting opinion, with Justice Rutledge concurring. But the dissenters held that "the proper disposition of the case is to return it to the Commission with direction that it modify its order so as to assure an appropriate hearing of the Ashbacker application."

Mr. Segal

Justice Douglas

While the opinion appears to automatically cancel the WJEF license, it was understood that the Commission likely will issue a conditional special service authorization, permitting WJEF to continue operations pending final decision after hearing de novo on the applications of the Fetzers and Ashbacker. It was pointed out that the Supreme Court opinion stated: "The Fetzer application was not conditionally granted pending consideration of petitioner's application", leaving a possible loophole for modified action.

In that respect the FCC might well issue a special service authorization on condition that such authorization would give WJEF no priority on the 1230 kc channel, it was said. Should such action be taken, however, Paul M. Segal of Segal, Smith & Hennessey, who appeared for Ashbacker before the Supreme Court, said he would take immediate legal steps to protect his client pending determination by the Commission after a full hearing of both applications.

Grant 'Illegal'

"The opinion holds that the WJEF grant was illegal," said Mr. Segal. "A special service authorization likewise would be illegal."

The Court's opinion constitutes a precedent in radio jurisprudence. It is the first case in which the high court had authorized a writ of certiorari for a private radio litigant. In two other instances during the last several years the Court has reversed the FCC—in the WCPO Cincinnati (Scripps-Howard) case and the KOA Denver clear channel breakdown litigation. In each instance the Segal firm represented private litigants, Mr. Segal handling the Scripps-Howard and Ashbacker cases and Philip J. Hennessey Jr. the KOA case.

While the facts in the Ashbacker case are important the broader application of the opinion will have a direct bearing on future FM and television development, as well as that of standard broadcasting.

A hearing is mandatory, under the Court's ruling, in all multiple application situations involving

(Continued on page 88)

Radio Has Its Day in Court . . . . *An Editorial*

IN ONE SIMPLE, plain-spoken opinion the Supreme Court last week cleared up much of the confusion surrounding FCC licensing procedure which is of vast import to the hundreds of applicants for stations or better facilities in all mass radio fields who await FCC action. Wherever multiple applications of a mutually exclusive character are involved—whether they be AM, FM or television—the FCC must hold a public hearing. It can't grant one applicant for a particular facility and set others for hearing.

The momentous ruling came in the Ashbacker-Fetzer case. Ashbacker, operator of WKBZ Muskegon, had applied for a new frequency a couple of months after Fetzer had applied for the same local facility in Grand Rapids. The Commission granted Fetzer's application without hearing (the station now is WJEF). Ashbacker was set for hearing. The Court of Appeals sutained the FCC. The Supreme Court, in the opinion written by Associate Justice Douglas and concurred in by five of the seven sitting justices, reversed the lower court and, of course, the FCC. It found that since Fetzer had been given the assignment, and WKBZ couldn't by the Commission's own admission, operate on it simultaneously, the hearing "becomes an empty thing".

Thus, for the third time the highest tribunal has overturned the FCC on the issue of proper hearing. Even the dissenting minority —Justices Frankfurter and Rutledge in a separate opinion written by the former—concurred in the majority view that there should be an appropriate hearing. The majority went beyond the hearing issue by observing that the FCC has no procedure requiring an application to be filed within a certain time. Therein it suggests the FCC should have a deadline so a hearing date can be set and not be disturbed by late-comers.

John E. Fetzer, the successful applicant and operator of WJEF, finds himself legally as a sort of innocent bystander. Implicit in the Court's ruling is a recall of the WJEF license and a competitive hearing for the facility. It would appear too harsh to deprive Grand Rapids listeners of the station's service, and probably the court's mandate may permit procedure wherein WJEF can continue operating under a special service authorization.

Broader application of the court's decree, however, will apply to all future proceedings where competitive applications are involved, or where the demand for assignments exceeds the supply. It means the FCC must hold hearings and follow the usual procedures. That may slow down somewhat the Commission's already clogged dockets, but it is the legal way and it assures all applicants of their day in court.

This marks the first time the court ever has granted a review to a private litigant in a radio case. All in radio owe a debt to Grant Ashbacker and to his counsel, Paul M. Segal, for undertaking the litigation and bringing it to successful fruition.

Already critically shorthanded, the decision points up again the need for adequate staff on the Commission. This is not to say, however, that the FCC couldn't use its present personnel to better advantage. It has been evident for months that the Commission staff has been devoting almost endless man-hours on program studies, proposed new questionnaires on economics and programs and other pursuits which if not outside the FCC's legal scope, are at least borderline. There are about 300 standard stations on temporary license—most of them because of so-called program studies, due to the misguided notion that programs and profits are the Commission's main concern.

FCC Will Probe Clear Channel Issues

Hearings on Jan. 14 Present Vital Problems

By JACK LEVY

(Clear Channel Applications page 76)

VITAL issues will confront the FCC next month when opposing interests battle to keep intact or divide the number one highways of radio—the exclusive clear channel frequencies. The clear channel hearings, scheduled to begin Jan. 14, will take voluminous evidence from industry and government experts on service provided by I-A stations to rural areas.

IS THERE any sense in maintaining a Class 1-A clear channel if it is limited in coverage by virtue of 50 kw peak power?

In all probability this will be the question around which the enormously important clear channel hearings, scheduled for Jan. 14, "regardless", will revolve. For the FCC will have to decide, from the evidence presented at these proceedings, whether exclusive clear channels are in the public interest and, if they are, whether the public would not better be served by giving them substantially higher power.

While precise information is lacking it is felt in some quarters that the hearings, already postponed three times, will get under way as scheduled, but will run only five days, during which time key exhibits will be presented. Then, it is presumed, the Commission will recess for 60 or possibly 90 days, to allow the various parties in interest to analyze the exhibits and collate other data.

May Last Months

It is likely that when the hearings are resumed, there will be several months of testimony and examination. In addition to the Commission's own experts, the main participants will be the Clear Channel Broadcasting Service, representing the Class I-A stations, and the Regional Broadcasters Committee, favoring breakdown of clear channels on technical as well as economic grounds.

The clear channel proceedings constitute the third time in the last decade that the issue has come before the Commission. On each occasion the protagonists of retention of clear channels have been represented by the CCBS (formerly Clear Channel Group), with Louis G. Caldwell, Washington radio attorney, as chief counsel and Edwin W. Craig, president of National Life & Accident Insurance Co., operating WSM Nashville, as chairman.

The regional group in the past has functioned under several different names, and in each case with Paul D. P. Spearman, Washington radio attorney, as chief counsel. Chairman of the regional group is John Shepard 3d, chairman of the Yankee Network, with such persons as T. A. M. Craven, vice-president of Cowles Broadcasting Co. and former member of the FCC; Walter J. Damm, WTMJ Milwaukee; Ed Craney, KGIR Butte; Campbell Arnoux, WTAR Norfolk, and Hoyt B. Wooten, WREC Memphis, as members of the committee.

The Clear Channel group, if it relies upon past arguments, will urge retention of clear channels as the only reliable means of providing adequate service to rural and remote listeners. Moreover, it will point out that power in excess of 50,000 w is used extensively in other countries (our Army has used stations of 400 kw in its own war operations); that FM, restricted as it is in coverage, cannot conceivably provide adequate service to sparsely populated areas, and that breaking down of the clear channels would deprive a substantial segment of the nation's population of good radio service. Moreover, it has been argued that duplication of clear channels in the United States would make available to our neighbor nations in the hemisphere additional assignments on those channels, thus curtailing service within our own borders.

Regional Group Arguments

The regional group, on the other hand, can be expected to project technical studies designed to show that shared operation of clear channels with appropriate directionals, can provide highly concentrated coverage to more people than exclusive use of clear channels. Power in excess of 50,000 w, they have argued, would tend toward monopoly in broadcast service and become a serious economic threat to the existence of local and regional stations. That has been the story in the past.

Considerable attention will be directed to the part FM is destined to play in the future nationwide coverage pattern. If FM cannot be relied upon for an adequate rural and remote service, then AM stations, with substantial power, strategically located, should be called upon to provide that service. In past years, speculation has centered around a complete reallocation of clear channel stations, providing for their arbitrary assignment to locations from which they could provide "optimum" service to extensive areas not otherwise covered adequately. It is possible that such a plan will be discussed during the proceedings, perhaps to be projected by the FCC engineering staff itself.

All members of the FCC, of course, maintain that they will enter the proceedings with an open mind. But the trend obviously has been toward a multiplicity of smaller units in radio. Several members of the Commission openly espouse such a policy. The FCC actions of the past several years bear witness to that philosophy.

But because there is so much at stake in the way of service to that portion of the public which resides outside of urban areas the Commission is moving cautiously before determining future policy.

The FCC Economics Division will have available the results of two extensive studies: (1) a survey which the Division of Program Surveys, Bureau of Agricultural Economics, has completed in 106 rural counties [BROADCASTING, Dec. 3] and (2) a coverage survey started last June by the Census Bureau of a sample 90,000 farm, non-farm and small town families.

The CCBS is to present the findings of three technical committees, each of which is headed by a representative of the Commission. These committees are preparing maps, graphs, charts and other exhibits in support of studies on determination of satisfactory signal, objectional interference, and scope of various signal strengths.

The economic and the engineering studies are intended to complement each other. If the technical committees find that a certain clear channel station provides a primary service within a certain radius the agricultural and census surveys should indicate how many people, particularly outside the primary service area of the station, regularly listen to that station and whether it fulfills the purpose for which it is given a favored frequency.

One of the purposes for which stations are assigned clear channels is to serve the rural audience and it is to this purpose that the hearings are mainly directed. These stations are supposed to offer

(Continued on page 90)

FCC Makes 23 Conditional FM Grants

Total Brought to 197 Since Peacetime Licensing

(See table page 92)

ANOTHER 23 conditional grants for new FM stations were authorized last week by the FCC, bringing the total number of FM grants, issued since peacetime licensing was resumed, to 197. All but nine went to applicants having interests in standard stations.

Simultaneously, the Commission designated 30 FM applications for hearing, consolidating 15 requests for stations in the Cleveland-Akron area, seven in the Providence-Pawtucket area, and eight in the Indianapolis area. Eleven applications in Boston, which had been designated, are scheduled for hearing in March (see page 37).

Last week's actions left the Commission with nearly 500 FM applications still to be processed. Thus far, 238 cases have been granted or set for hearing. Additional applications are being prepared for processing and it's expected that a sizeable number will be granted or designated before Jan. 1.

As with previous conditional grants, the Commission action guarantees the applicant that he will receive a license but withholds the frequency assignment pending further engineering examination. The procedure, however, enables the grantee to proceed with preliminary plans for purchasing studio equipment and to arrange other details for the establishment of his station. Proposals of applicants regarding transmitter power and antenna height are still under review.

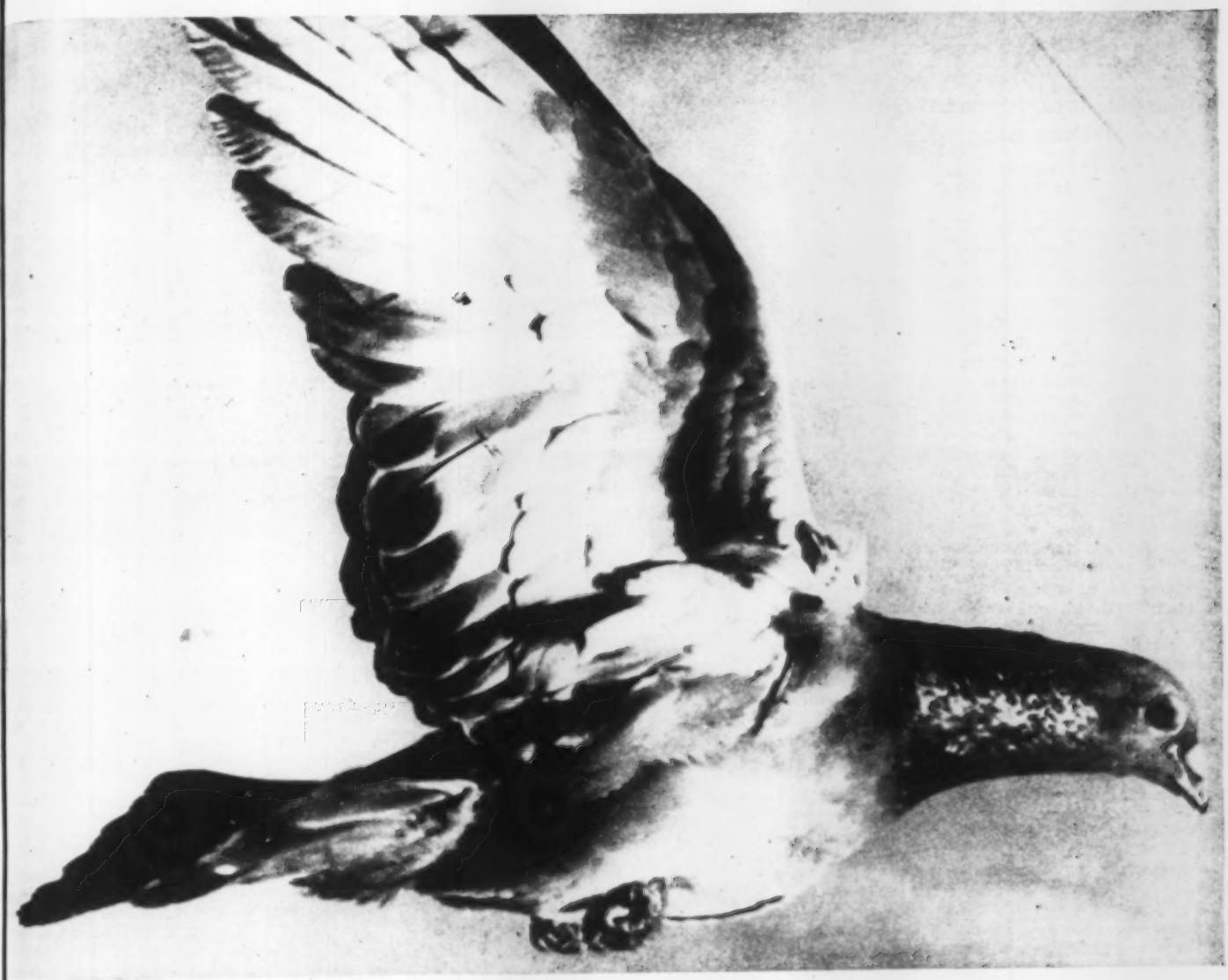
All of the grants made last week were for smaller cities, where frequencies available exceed applications received. Most of them were in eastern states. Previous grants were largely in the southern, central and western states.

Applications designated for hearing were: Cleveland area—United Broadcasting Co.; NBC; WJW Inc.; United Garage and Service Corp.; International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO); WGAR Broadcasting Co.; Scripps-Howard Radio Inc.; Telair Co.; Cleveland Broadcasting Inc.

Applications from the Akron area were: Allen T. Simmons; Summit Radio Corp.; United Broadcasting Co.; The Akron Radio Corp.; Knight Radio Corp.; Telair Co.

Applications from Providence-Pawtucket area were: The Outlet Co.; Cherry & Webb Broadcasting Co.; Providence Journal Co.; A. A. Schechter; The Yankee Network Inc.; Colonial Broadcasting Co.; Pawtucket Broadcasting Co.

Applications from Indianapolis area were: The Wm. H. Block Co.; Evansville on the Air Inc.; WFBM Inc.; Scripps-Howard Radio Inc.; Indiana Broadcasting Corp.; Capitol Broadcasting Corp. Inc.; Universal Broadcasting Co. Inc.; Indianapolis Broadcasters Inc.



How do Homing Pigeons do it?

You've probably read of the almost incredible feats of speed-flying done by homing pigeons. Some have been known to cover 1,000 miles in two days. But the thing that always fascinated us is their ability to hit their home roost right on the nose.

The ability to hit anything right on the nose doesn't seem to be given to humans. We usually need facts. We usually have to figure things out. The "instinct" to be right just isn't there.

And that's why we're glad we've got the kind of radio facts that make smart time buyers get on the home beam and turn to W-I-T-H in Baltimore.

For the facts show that this successful independent produces the greatest number of listeners per dollar spent in this five-station big town.

If you'd like to get home in Baltimore, W-I-T-H belongs at the top of your budget.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Rural Survey Pros and Cons Argued

Both Sides in Agreement That Broadcasting Is Vital Force

"IT PROVES our contentions". "It doesn't prove anything".

That roughly is the reaction of the pros and cons to the findings of the Dept. of Agriculture survey of rural radio attitudes, the first Government study of its kind.

Both sides agree with the overall conclusion that radio has become a vital force in the lives of rural people—farmers and nonfarmers alike. But it appeared last week that the opponents and proponents of the clear channels will be sharply divided in their interpretation of the findings when the question of radio service to rural listeners—the basis on which the exclusive frequencies are assigned—is discussed at the forthcoming clear channel hearings.

Proponents of the clears are generally satisfied with the outcome of the survey but find fault with the approach. They question the use of general questions to determine program popularity, expressing doubt that full measurement of the extent of listening to big network shows is thus obtained. For example, they inquire, does asking the average person whether he listens to a variety program disclose whether he listens to a specific show enjoying a high urban rating? Would the average person know what a variety show is?, they add.

Implication?

There was, some said, an implication in the questions that listeners in the rural areas can have any kind of service they want, despite coverage limitations. The study now being carried on by the Census Bureau, it was contended, will show that a large part of the rural audience is not satisfied with the type of reception it is getting.

The clear channel proponents say the survey supports the findings made in the public surveys of Dr. Forest L. Whan for WHO Des Moines as to the popularity of network programs in farm areas. However, they add, they objected to any issue program popularity being introduced into the clear channel discussions.

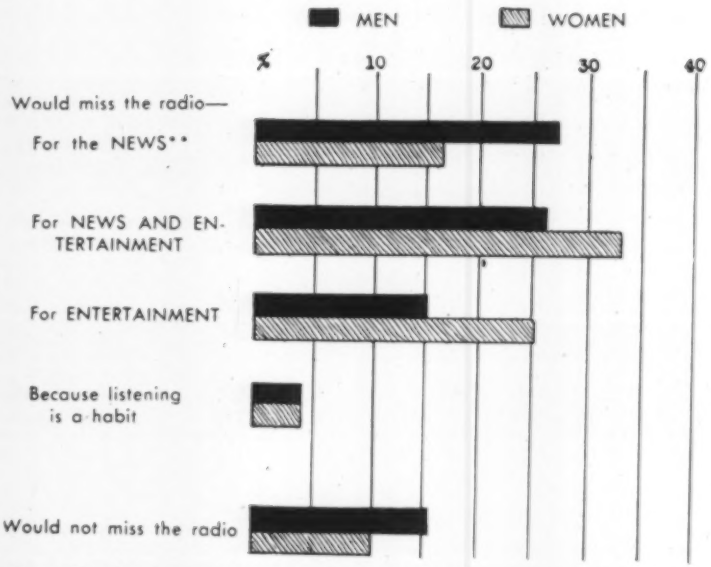
Spokesmen for the regional stations declared the survey proved their contentions that clear channel stations billed their programs for urban appeal to the neglect of rural dwellers. These are the programs, they claim, which are shown by the survey to be of the least interest to rural listeners.

In support of their contentions, they point to the high positions given religious music in the category of programs "liked best." They call attention to the listening of old time music, market reports and

(*Continued on page 100*)

"WHY WOULD IT MAKE A DIFFERENCE TO YOU (If Your Radio Gave Out)?"

Figure 1 *

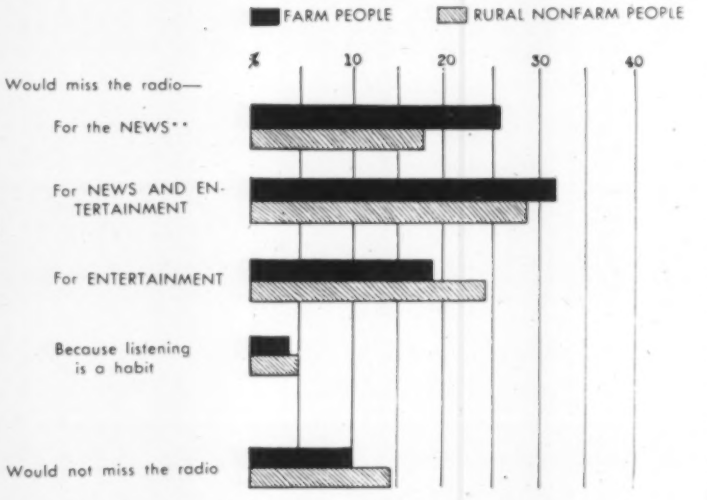


* The shaded and cross-hatched bars each total to less than 100% because the answers of 9% of the men and 8% of the women were not ascertained. Less than 1% gave miscellaneous answers not classified here.

** Including weather and market reports, and other information.

NEWS and entertainment programs are valued highest by rural listeners, as shown by the above chart reproduced from the report on the Dept. of Agriculture survey on Attitudes of Rural People Toward Radio Service. The chart shows that news is most important to the men in the rural areas while the women attach more importance to entertainment.

Figure 2 *



* Each set of bars adds to less than 100% because the answers of 8% of each group were not ascertained. Less than 1% gave miscellaneous answers not classified here.

** Including weather and market reports, and other information.

IMPORTANCE of news and information to farm listeners, as distinct from nonfarm people in rural areas, is shown in this chart which reflects findings of the attitudes survey. "Farm people," says the report, "are more likely to mention their dependence on radio for news; nonfarm people more often speak of its value as a source of entertainment."

Television's Place In Education Told

Teachers Advised to Expand Training Through Television

DESPITE its almost limitless potentials as an educational asset television can do no more than the educators will permit, which will not be a great deal if their approach to television is no better than it has been to sound radio members of the New Jersey Visual Education Assn. were told Dec. during a symposium on "Education through Television" presented at their Atlantic City meeting through the cooperation of the Television Broadcasters Assn.

Pointing out that only 6% of the nation's classes use radio today Prof. Kenneth G. Bartlett, director of the Radio Workshop of Syracuse U., urged his audience to fight to overcome the "natural inertia" and "cultural lag" of educational institutions by taking vigorous action toward the use of video education in their own communities.

New Methods

G. Emerson Markham, manager of TV station WRGB Schenectady expressed little hope for any plans that educators might make for television unless they are willing to abandon the traditional methods of classroom and lecture hall and to begin thinking in terms of entertainment. What is needed, he said, is an instinct for showmanship, a knack of "emotionalizing content."

Agreeing that educators have not "done right" by radio, Edward Mellinger, director of broadcasting at Rutgers U., expressed the opinion that despite the skill, imagination, effort and money that broadcasters are putting into programming, radio is still not doing a good educational job. Television will shoot even wider of the mark, he said, if educators accept what is given them or become aggressive only in their demands for time without offering competent and effective proposals for the use of that time.

A group of New York City high school students, members of the All-City Radio and Television workshop, reenacted "Food Factories", one of the CBS *World Wide Live In* series as it had done for television. Edward Stasheff, director of television development for the New York schools, said that such programs provide a partial answer to the previous criticisms showing what can be done in combining showmanship, the imparting of information and the training of pupils in television technique.

Symposium, which also included a GE film showing how television works, was arranged by Dr. Millard L. Lowery, superintendent of schools of Middlesex County, N. J. and Will Baltin, secretary-treasurer of TBA. Prof. Edward C. Cole, of the Yale School of the Drama, served as chairman.

WE'RE BLUSHING!

[AN ASIDE TO OUR EVER-WIDENING CIRCLE OF LOYAL LISTENERS]

- Of course, we like to get letters from all you listeners. But when you write so often and say such nice things about our programs we're embarrassed. We're blushing so hard we can't think of anything to say except "Thank you!"

- It's encouraging to know you enjoy the many new programs we've put on the air since WPEN has been owned and operated by *The Evening Bulletin,* the largest evening newspaper in America. We're planning other programs of special interest to Philadelphians. We think you'll like them.

950

WPEN . . . the Station for Philadelphians

and WPEN-FM—a PLUS Value

NATIONAL REPRESENTATIVES

HEADLEY-REED COMPANY

New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

Public Service Comes First in Alaska

Isolated Northern Areas Depend on Radio As a Friend

By PVT. PERRY E. HILLEARY
On Leave as General Manager of KINY Juneau

IT WAS one of those mean Alaska winter evenings in 1944. Early that afternoon a plane had taken off on a 700 mile flight from Anchorage to Juneau. About an hour out of the capital city bad weather closed in suddenly.

Searching desperately for emergency fields, he called CAA, and asked them to contact KINY. KINY interrupted its programming to ask residents of the yet uncompleted airstrip to show all light possible. Although the area was in total blackout, field employes opened blacked-out windows, and ignited emergency flares about the runway. With only drops of fuel remaining, the plane came in for a successful landing, saving all 13 passengers and two crew members.

This was a type of public service shared by all Alaska broadcast stations. Called upon daily for equally dramatic and impressive announcements, the radio stations in this northland perform a public service seldom equaled by broadcasters anywhere.

Because communications are primitive and inadequate throughout much of the territory, the radio listener here has come to look upon his friendly station as not only a source of entertainment, but actually a vital part of everyday life. The Alaskan has come to depend on his station.

Since emergency messages are broadcast immediately, in addition to a regularly scheduled period each day, listeners keep tuned during all broadcast hours. Fishermen out of Ketchikan might hear an announcement from KTKN similar to this: "Attention . . . Joe Doaks . . . on the gasboat 'Dorry'. Your wife was taken to the hospital this evening. It's not serious, but please come to town as soon as possible." Chances are Joe is listening, but just in case he isn't there's always another fisherman nearby to rush him the news.

Interior listeners of KFAR Fairbanks, might wake some morning to hear this announcement: "Will Sourdough Jim at North Fork please go to Intersection and see if Pete is alright. He hasn't been heard from for more than a month."

A noon news period may begin with this: "Will residents of Circle clear a pathway for Weins' plane which left here at 11:30 this morning. Mrs. Williams and newborn baby are enroute home."

Seldom do you hear complaints of programming technique. One of the oddities of Alaskan radio listening is a preference for symphonic and light classical music. Normally expecting hard working trappers and miners to prefer hillbilly or jazz, the newcomer is usually shocked to hear an old Sourdough talking of how he liked last evening's Shubert's "Unfinished Symphony", or "Kostelanetz's interpretation of the "Indian Love Call".

An Alaskan wants news, and lots of it. And he wants to know what his friends are doing. *Tundra Topics* on KFAR is as much a part of outlying community life as any small-town newspaper. Written to talk, it specializes in telling everybody that Pete-the-Prospector is well, working hard, and still venturing for that lost vein of gold. Similar programs are conducted on the other stations, styled after hometown newscasts of states radio stations.

Fishing News

Probably one of the most important contributions to listener friendship by KINY and KTKN is their daily fish market landings and quotations. By these, thousands of fishermen determine where to sell at the best price, when to dock to avoid congestion and delay, and where the best catches are being made.

Other radio programming, however, differs little from small independents "outside".

Contributing to Alaska radio enjoyment has been the U. S. Army. Early in the war, Armed Forces Radio Service began sending the four stations "dehydrated" (less commercial plugs) network shows. Most popular broadcasts from the nation's major networks were transcribed in Hollywood and air expressed northward in regular weekly shipments. And did GI Joe appreciate it? His only critical comment was, "We kinda miss the commercials."

The four commercial stations responded immediately to the services' call for help . . . by entertaining troops, selling War Bonds, keeping morale high in those dark days of 1942.

Listener appreciation is probably best exemplified in this statement by one of the passengers on that airplane which came so close to disaster:

"You folks are to be commended for your unselfish public spirit. Although mine is just one of the inestimable lives saved by your station, I'd like to speak for the others in saying: We regard your employe-family as part of our family. Our hearts will always be open to you."

YES SIR! Washington has a habit of keeping its wartime population growth. What's more . . . it keeps right on growing!

This time economists and population experts say *1,380,000* by the end of the 5th post-war year . . . a cool *million and a half* by the 10th year.* That's a lot of buying power in one of the nation's richest markets.

Through station WRC you can reach this post-war Washington market quickly and inexpensively and talk to the hundreds of thousands of listeners who have made WRC Washington's favorite station. Whether you prefer a planned spot campaign or a program of your own featuring the famous NBC Parade of Stars, WRC can sell for you in Washington. Your first trial will prove it.

*We'll be glad to mail you facts and figures on request.

FIRST in WASHINGTON
WRC NBC
Represented by NBC SPOT SALES

Proper timing of sales efforts, through good times on good stations, sends products pirouetting into consumer homes. Radio time buyers from coast-to-coast depend on full-time help from cooperative Weed & Company.

Station executives like the steps so expertly executed by Weed & Company men, who work closely with time buyers in effective placement of advertising budgets. "Nationally Represented by Weed & Company" means that "time will sell!"

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD

Nimitz, Lewis and Sheehy Discuss Merger on WINX

PUTTING their views on the air, Dec. 2, 9:30 p.m. via WINX Washington, Fleet Adm. Chester W. Nimitz; John L. Lewis, United Mine Workers president; and a former Navy chaplain, the Rev. Maurice S. Sheehy, strongly opposed merger of the Navy with other armed forces.

During the discussion, "Symposium of Sea Power", Mr. Lewis said that "the threat of military dictatorship should not hover over this land." Adm. Nimitz expressed the view that development of the Navy's striking power "should not be interrupted for the sake of administrative amalgamation in the name of undemonstrated economics." "If the Navy is absorbed, it loses its identity," said Dr. Sheehy, now head of religious education of Catholic U. in Washington.

AWAITING the premier performance of Ralston-Purina's full-hour *Opry House Matinee*, on Mutual Nov. 17, are (l to r): Claire Cari-Cari, Gardner Advertising; J. F. Kircher, Gardner account executive; Charles H. Brown, producer; Ade Hult, v-p Mutual, Chicago; Charles Claggett, v-p of Gardner Advertising; Hal Chase, advertising manager, cereal division, Ralston-Purina Co.; Arnold Carlsen, Mutual salesman; and Maurice Malin, Ralston Purina advertising manager.

KPRO Offices

NEW OFFICES have been completed for KPRO Riverside, Cal., and provide quarters for W. L. Gleeson, president, and four staff members.

KOCY Is Host

KOCY Oklahoma City was host Nov. 20 to Mrs. Peggy Young, chosen out-of-town 'queen' on Mutual "Queen for a Day" program the previous day.

everybody knows

WBIG

means good broadcasting

columbia affiliate

greensboro, n. c.

represented by hollingbery

AMERICAN LEAVES MERCHANDISE MART

AMERICAN Broadcasting Co.'s Chicago division expects to vacate its executive offices in the Merchandise Mart by Dec. 31, with publicity, legal, station relations and other business and production departments moving into the Civic Opera Building.

The new offices on the 16th floor of the Opera Building will occupy 10,000 square feet of space and will also house the sales promotion, research, network sales, co-op sales and national spot and local sales which were moved to the 23rd floor of the Opera Building last May.

Remaining in the Mart will be the engineering and programming departments, Ed Boroff, vice-president in charge of American's central division, indicated. All space on the 18th floor of the Mart will be relinquished and program departments now housed there will move to the 19th floor where net studios are located. Move was made when Merchandise Mart refused to renew lease which terminates Dec. 31, 1945. Mr. Boroff said it is expected that all departments in the Civic Opera Building offices will be ready for business and in operation by Jan. 1.

BETTER PUBLICITY FOR BANKS IS URGED

"WE MUST take stock and redouble our efforts to develop public relations programs which will produce real results," J. Lowell Lafferty, retiring president of the National Financial Advertisers, said at the 30th annual convention of the financial group at Hot Springs, Va. He was succeeded in the presidency by Dale Brown, of the National City Bank of Cleveland.

Edwin B. Dooley, director of public information of General Foods Corp., New York, spoke on "The Functions of Corporate Public Relations". President-elect Brown, in his inaugural address, listed as one of the objectives for banks in the years ahead, to "see to it that the public understands more about the banking business."

P W Subsidiary

PRESS WIRELESS has organized a subsidiary, the Press Wireless Manufacturing Corp., the company announced last week. A. Warren Norton is president of both firms, with Ray H. de Pasquale, who has been director of P W manufacturing, as vice-president and general manager of the new branch. Executive and sales offices of the new company will be at 1475 Broadway. Manufacturing plants and laboratories will be on Long Island

KPMC Plans

WITH plans calling for estimated $100,000 building costs, KPMC Bakersfield, Cal., broke ground for its new ultra-modern broadcasting studios and executive offices on Nov. 29.

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

TONITE at 7:30

JOAN DAVIS

Nation's No. 1 Comedienne on Eastern Iowa's No. 1 Station

WMT is Eastern Iowa's "listening post." From Joan Davis to Andre Kostelanetz . . . from morning 'til night . . . WMT is the most popular station in Eastern Iowa because (1) WMT is Eastern Iowa's only CBS station, (2) WMT has the largest daytime primary area of any station in the state, at Iowa's best frequency—600 KC with 5000 Watts. Remember that markets are people . . . and Iowa's population is about evenly split between industry and agriculture . . . all with a steady, spendable, dependable income. If you keep your eye on Eastern Iowa, you'll see that WMT is a "must" by popular demand alone.

WMT's story is a big one to tell—an important one to hear. Contact your KATZ AGENCY man at once.

It happened on NBC

In the Beginning . . .

1921

When the Twentieth Century was in its teen-age, Eddie Cantor was already a famous star of such stage shows as Morosco's "Canary Cottage," Ziegfeld's "Midnight Frolic," and The Shuberts' "Make It Snappy." Eddie was one of the first great stars to appear before a microphone—when the radio industry was not yet one year old. Eddie's Story is the Story of American radio, now celebrating its 25th anniversary.

1926

Cantor made his first network radio appearance November 2, on the historic "Eveready Hour," over a group of stations which two weeks later became the nucleus of the National Broadcasting Company network. In 1931 he became an NBC regular —star of the famous Chase and Sanborn Hour.

• When Bristol-Myers offered Eddie Cantor the opportunity to speak to millions every week over NBC, Eddie accepted it eagerly. He put into those thirty weekly minutes all the skill acquired during years on stage and screen and all the energy which carried him to the top in those fields. But he put in something more, too. When war came he pioneered in entertaining at military hospitals. He was determined that there should be no lonely soldiers lying forgotten in hospitals. He fought wartime juvenile delinquency with Americanism—emphasizing the advantages that are the birthright of every American boy and girl. So effective were his messages that his services were sought by—and willingly given to—Parent-Teacher Associations and educational councils all over the country.

• Last year, aided by his sponsor, Bristol-Myers, Eddie

The Story of Eddie Cantor) NO. 7 OF A SERIES

Years Later...

1940

Now a star of motion pictures—ever since the enormously popular screen version of his stage hit, "Whoopee"—Eddie inaugurated his radio series for Bristol-Myers on NBC. In December, 1942, the show reached a peak Hooper rating of 23.4, with an average rating of 20.5 for the winter season.

1945

Today Eddie is a perennial NBC favorite. The Eddie Cantor Show—with Harry Von Zell, Bert "Russian" Gordon, Leonard Sues and his orchestra and Thelma Carpenter—begins its sixth consecutive season on NBC for Bristol-Myers—to the delight of an estimated 20,000,000 Cantor fans.

devoted his program to collecting 1,500,000 Christmas gifts for wounded servicemen hospitalized in this country. This year he set his goal even higher—2,500,000 gifts—so that every "Yank who gave" may be remembered at Christmas time.

• Eddie knows that his Wednesday night NBC show does something for him that none of his stage or screen successes can accomplish. It takes him directly into millions of American homes. He sees the NBC network as a friendly chain of armchairs stretching from the Atlantic to the Pacific.

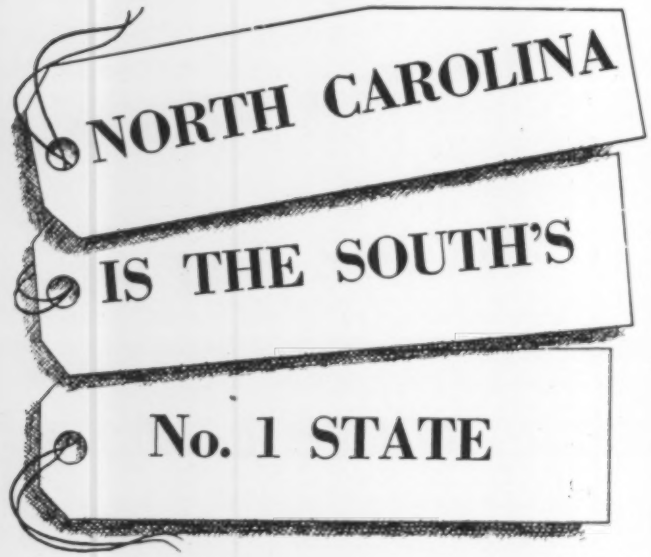
• Eddie Cantor and NBC are a natural team. Eddie's great genius as an entertainer and his ability to touch the hearts of his fellow Americans *belong* on the network that can give him the finest facilities to reach the greatest number of listeners.

National Broadcasting Company

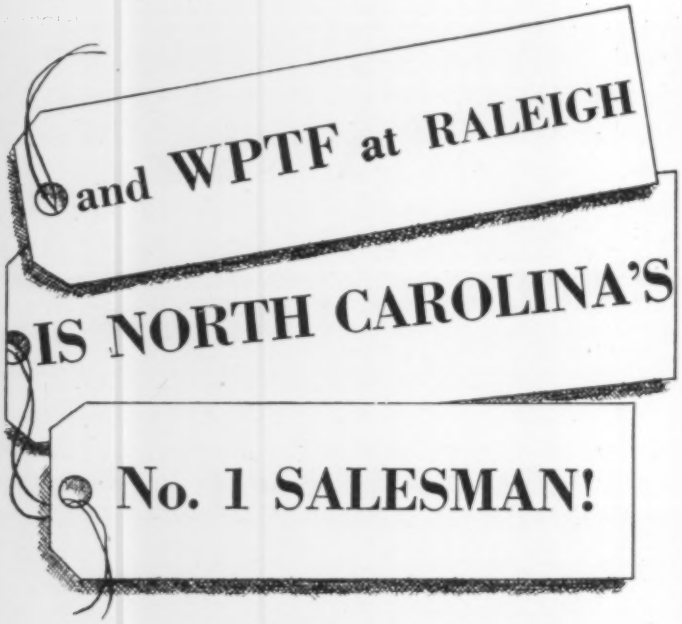
America's No. 1 Network

NBC

A Service of Radio Corporation of America



In salaries and wages, North Carolina paces the South! According to latest available Department of Commerce figures, pay envelopes here contained nearly 430 million dollars, leading the next-ranking Southern state by more than 92 million dollars and nearly doubling the average for all nine other Southern states. Another proof of North Carolina's *buying power!*



With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.

Free & Peters, Inc., National Representatives

Counter Radar Whipped One Of Enemy's Powerful Weapons

By MARY ZURHORST

THE FABULOUS story of the little David countermeasures that overcame the Giant radar was brought to light when the Office of Scientific Research and Development, and the War and Navy Depts. jointly released information on the highly secret RCM development and operation.

Because of the similarity between commercial radio operation and the type signal used in countermeasures—a sustained transmitting signal—RCM development will probably have far greater influence on progress in the industry than radar. The radar signal employs pulse transmission, or an intermittent signal sent out, echoed by an object, and "bounced" back to the radar scope.

Demonstrations

For the first time, the Navy opened to reporters its experimental base on the Chesapeake and demonstrated the power of the RCM program that ruined the German's billion dollar radar investment, and threw the monkey wrench into Japanese radar plans.

Using the actual Jap radar shack captured on Attu, and a Wurzburg radar unit taken from the Germans, the Navy and civilian scientists allied to the project, showed the effects of allied countermeasures that jammed the radar sets of the enemy.

With electronic echoes bouncing back from Navy planes flying overhead, the enemy radar scopes showed the familiar "pips" or spikes resembling fine blades of grass indicating an object within range. Then the planes turned on the electronic jammer which had one of two results. Either the basic line bisecting the scope became perfectly uniform and flat, or the "pips" spread over the entire scope, blurring it completely, and causing the object to be lost in the "grass".

This electronic jamming device is known by the code name "carpet". Other methods of jamming include "window"—strips of metallic tape dropped from a plane—and "rope" —400 foot aluminum foil ribbons suspended by parachutes.

The same results were demonstrated by RCM equipment in a destroyer escort anchored in the Bay.

Although German radar had a head start on the Allies, we developed countermeasures much earlier than either the Germans or the Japanese, and subsequently, not only overcame their radar, but also got the most use out of our own radar equipment.

Really Powerful Station

Because radar is really a powerful radio transmitting station, capable of being heard at tremendous distances, its direction and location in relation to the listener can be determined by radio receivers equipped with direction finders. Since the echo that radar units receive from most targets is rather weak, relatively little power is required to cover up that echo by sending out a jamming signal on the same frequency as the radars. Also, radars have difficulty in distinguishing between actual targets and free falling strips of metallic foil.

It was knowledge of these radar weaknesses which contributed to the successful electronic warfare carried on in the second half of the Pacific war—in island invasions and over Japan—and in the Mediterranean and European operations.

Countermeasures were of especial value during the Normandy invasion, when the Allies not only bombed out many of the Wurzburg radars along the coast, but also jammed out the efficiency of those remaining sets. All manner of feints were used, such as one or two vessels or planes using countermeasures that made them appear to be a whole fleet or formation of planes, and in the opposite manner, a fleet or umbrella of air cover becoming lost to the Germans through means of the electronic fog of RCM.

RCM undoubtedly saved the U.S. forces based in England 450 planes and 4,500 casualties. In cold figures, this amounted to a saving of approximately $150,000,000 in one theater alone.

So important were radar countermeasures in the Pacific that RCM was made a fleet-wide activity, with every combat ship in the fleet self-protecting with RCM equipment.

Involved in the research on the project were the National Defense Research Committee, Office of Scientific Research and Development, War and Navy Depts., and many commercial electronic firms.

WFIL, Fellowship Group Airing Tolerance Series

PHILADELPHIA FELLOWSHIP Commission will present "Showcase" of seven top members of radio, motion picture and music industries as part of the *Within Our Gates* series presented with the cooperation of WFIL Philadelphia, each Sunday morning.

Program started Dec. 9 with dramatization of the life of Guglielmo Marconi. Series is part of Philadelphia Fellowship Commission's daily work to promote unity and understanding and to eliminate prejudice, discrimination, quotas and segregation. Radio script writers at all local advertising agencies and stations have played a part in putting the show together. John Scheuer, WFIL production head, is producer.

SOME OF THE REASONS WHY.....

OUTSTANDING PROGRAMS WIN RECOGNITION

Recipient of four awards for outstanding public service and achievement in 1945, WTAG enjoys an enviable record unequalled in broadcasting history, which reflects the scope and quality of WTAG's creative ability. These four, The Variety Plaque Award, The Peabody Award, The duPont Radio Award, and The Billboard Award were presented to WTAG in recognition of such enterprising creations as "Worcester and the World," rebroadcast internationally week after week by the OWI to promote a better understanding between peoples of the United Nations. And then there is "When Johnny Comes Marching Home," a program which is helping hundreds of servicemen back to the sort of work they like best. A third, "Gardening for Victory," helped Worcester lead the state in gardening accomplishments. These are but a few of the programs which offered a wealth of entertainment and up-to-the-minute news in addition to great public service. There's never a dull moment on WTAG, where big-time programming is always the order of the day.

LOCAL PRODUCTIONS WIN HIGH FAVOR

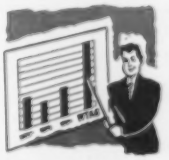
The Evening Review, a local participation show, 6:30 to 6:45 p.m. which Hooper surveyed this year, drew a rating of 18.1, nearly twice as high as the next three stations combined. Results of a survey covering the one o'clock local news are even more phenomenal. Here WTAG had a rating of 29.8 as opposed to ratings of 1.2 and 2.1 and 0.6 for network commentators over the other three stations—conclusive evidence that WTAG local productions rank first with a big majority in Central New England.

LEADING ALL STATIONS IN LISTENING PREFERENCE

"Tune to WTAG" has become a byword in Central New England homes. And no wonder. Listening preference has long been centered on this big time station. Each successive Hooper Listening Index has indicated an ever-growing audience both in the afternoon and evening—a larger audience in fact than that of all other stations heard in the area combined. WTAG's drawing power, therefore, is creating a strong selling influence in a market whose per family buying income is $4,061 or 10.3% above the national average.

DEALERS FAVOR WTAG FOR RESULTS

First in listener preference, it's a logical conclusion that the quickest way to reach and sell the responsive Worcester market is through WTAG. Year after year retail merchants cash in on WTAG's solid popularity—and there is an exceptionally high percentage of renewals. One advertiser, using 52 weeks, is in his 14th consecutive year on WTAG. Both national and local advertisers have long since discovered the punch and pulling power of Worcester's leading station. Ask any distributor which station exerts the greatest sales influence in Central New England. The answer will be WTAG. They recognize that WTAG's influence is a potent factor in the sale of the products they handle.



WTAG CONSISTENTLY LEADS IN RATINGS

Facts are convincing and Hooper Ratings show that WTAG maintains a wide margin of leadership over other stations heard in the Worcester area. Daytime quarter-hour ratings, Hooper Survey December '44 to April '45, are typical. WTAG's average quarter-hour rating is 9.0. Station B is 5.2, Station C is 3.2 and Station D is 2.2. Even in the lowest quarter-hour period, the WTAG rating is higher than that of the other three Stations combined. Of the 40 quarter-hour daytime periods, WTAG has the highest rating in 30 of them. Astounding figures indeed, and decisive evidence that WTAG holds an impressive edge in audience attention with Central New England consumers.

WTAG PREVAILS

What do the foregoing facts reveal? Simply this, that listeners, both day and night, have shown a decided preference for WTAG programs and features, and that WTAG leads, by far, as an effective advertising medium in Central New England. Scoring first in Concentrated Listening Habits, first in Big Station Programming, first in Hooper Ratings and first in Dealer Influence, WTAG rightfully becomes the first choice of thoughtful advertisers.

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM WORCESTER

BASIC CBS

580 KC
5000 Watts

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Merry Christmas from WHB!

Our "present" to WHB advertisers is the stocking-full of fine Hooperatings shown in the table below...Advertiser or agency, you'll like doing business in 1946 with WHB—the station with "agency point-of-view"...where every advertiser is a *client* who must get his money's worth in *results*. Swing along with the *happy* medium in the Kansas City area!

For WHB Availabilities, 'phone DON DAVIS at any ADAM YOUNG office:

NEW YORK CITY, 18 . . . LOngacre 3-1926
11 West 42nd Street
CHICAGO, 2 . . . . . ANDover 5448
55 East Washington St.
SAN FRANCISCO, 4 . . . . . SUtter 1393
627 Mills Building
LOS ANGELES, 13 . . . . . MIchigan 0921
448 South Hill Street
KANSAS CITY, 6 . . . . . HArrison 1161
Scarritt Building

WHB KANSAS CITY This is Mutual 1000 WATTS 880 KC.

KEY STATION for the KANSAS STATE NETWORK

KANSAS CITY HOOPER INDEX May thru Sept. '45	WHB	Station A	Station B	Station C	Station D	Station E
WEEKDAYS A.M. MON. THRU FRI. 8 A.M.—12 Noon	23.1	26.5	19.7	10.6	13.1	5.5
WEEKDAYS P.M. MON. THRU FRI. 12 Noon—6 P.M.	19.9	23.4	29.6	14.8	9.5	1.7
SUNDAY AFTERNOON 12 Noon—6 P.M.	16.2	34.7	20.5	13.8	11.8	2.6
SATURDAY DAYTIME 8 A.M.—6 P.M.	21.9	29.6	20.6	17.2	7.9	2.0

TIPPLING MICE AT AFN-REIMS

Un-Mouselike Antics of Champagne-Drinking Rodents Put Station in Uproar

AFN men at Reims have found that their studios, famous the world over as the only broadcasting establishment with 9,000,000 bottles of champagne in its cellars, also lay claim to harboring history's largest collection of deranged mice. Behavior of mice has been attributed to the fact that they have been brought up on a diet of Champagne Brut Pommery 1936, the kind that lies in puddles directly under AFN-Reims.

Mice are not only born blind, but manage to spend the large part of their life in that condition. Emboldened by their dissipating diet, the staggering little armies march across the studios in rollicking throngs, usually in broad daylight.

One day, a mouse whose pet pastime was jumping on the turn-table and using it as a merry-go-round, happened to jump on the *Information Please* program. He was still going around when Dorothy Plank, a British civilian starting her first day as an announcer for AFN walked into the control booth to make her first station break. The break consisted of a blood-curdling scream which sounded as if Miss Plank were auditioning for one of the ghosts on *Inner Sanctum*. Soldiers in the area accustomed to more orthodox station breaks rushed to the studio in jeeps and trucks to aid a damsel in distress.

Following this episode, the mice were largely exterminated, but station reports that a few are still left, and if any experimental laboratories want any guinea pigs with Bright's disease, requests should be mailed with a Pommery Champagne bottle top to AFN-Reims, France.

R. K. Adams Heads NBC Program Development

ROBERT K. ADAMS, discharged from the Navy as a lieutenant commander, has joined NBC as director of program development. He will build programs for network from the idea stage through their first broadcast, calling on production, script, and other departments to form production units.

Before entering service Mr. Adams was active in radio acting and script writing, appearing in and writing for many leading programs. He also appeared on the legitimate stage as actor and director, and ran his own summer theater. While in the Navy he wrote and produced *Meet Your Navy* and *Meet Admiral Downes*, and wrote *Sky High* and *Flight Deck Jamboree*, which were heard on NBC. He will start his network duties immediately.

Support Drive

SISTER KENNY FOUNDATION Appeal for infantile paralysis victims started its 1945 drive with a broadcast on Associated Nov. 21 when Rosalind Russell appeared in a "Let's Sock Polio" campaign broadcast. Bing Crosby, national chairman for drive, did his annual broadcast of traditional Christmas songs on a special program for the foundation on Mutual on Dec. 5, and on Dec. 8 NBC presented special program for the campaign sponsored by Leaf Gum Co., Chicago, featuring Dinah Shore and other radio entertainers. WHN New York carried talk by Mrs. Lawrence Tibbett for the drive on Ella Mason program on Dec. 4.

Jerome Kern Honored

PRUDENTIAL Insurance Co. of America, Electric Co. Advertising Program, ASCAP and CBS combined to bring full hour of Jerome Kern music on CBS on Sunday, Dec. 9, in memory of late composer. Program, broadcast 4:30-5:30 p.m., time usually occupied by Prudential and Electric Co. programs, included Bing Crosby, Nelson Eddy, Judy Garland, Hildegarde, Patrice Munsel, Dinah Shore, Frank Sinatra, Jack Smith and Earl Wrightson.

FRAZIER WILL OPEN ENGINEERING OFFICE

HOWARD S. FRAZIER, NAB director of engineering, has submitted his resignation, effective Dec. 31, to open practice as broadcast consultant, with offices at 1730 I St. NW, Washington. He will remain with NAB for some time as acting director of engineering to complete a number of projects under way in the department, such as the NAB broadcast engineering handbook now in preparation.

Mr. Frazier

Mr. Frazier's practice will include broadcasting station management and organizational studies, broadcast property appraisals, advertising rate studies, program policy recommendations, market evaluation and merchandising counsel to manufacturers of station equipment. Helen Jean Morris, NAB engineering secretary since 1941, has resigned from NAB and will continue as Mr. Frazier's secretary.

Before joining NAB Aug. 1, 1945, Mr. Frazier was RCA sales engineer in charge of Navy contracts and prior to that had been owner and manager of WSNJ Bridgeton, N. J.

He will continue as chairman of the Radio Manufacturers Assn. subcommittee on Satellite Transmitter Standards until the project is complete [BROADCASTING, Dec. 3] and serve as NAB representative on Radio Technical Planning Board where he is vice-chairman as well as chairman of Panel 6 (Standard Broadcasting).

LEON HENDERSON, former OPA chief, Marquis Childs, United Feature syndicate columnist on American's "Mission to America", and George Hicks, American war correspondent, will replace Raymond Swing on his American broadcasting operative program while he is on vacation Dec. 31 to Jan. 11.

To sell goods...

BUY GOOD SPOTS!

JOHN BLAIR & COMPANY

Offices in Chicago • New York • St. Louis • Las Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

If postwar advertising and marketing problems are bothering you—it's time to turn to *flexible* SPOT BROADCASTING! For whether your product is distributed nationally or regionally . . . sells fifty-two weeks a year or seasonably . . . this powerful medium will sell for you.

With Spot Broadcasting there's no wasted effort. You select the markets you want . . . buying the *best* times on the *best* stations regardless of network affiliation. And you choose the type and length of program that *best* fits your audience . . . assuring maximum effectiveness at minimum cost.

Talk to a John Blair man today. He represents many of the country's finest radio stations. And he knows lots about markets, merchandising, and especially, how to make *Spot Broadcasting* work!

ask a John Blair man

Strike-Bound Newspaper Airs News Over WPAY

WPAY Portsmouth, O., added six newscasts daily six days a week, sponsored by the *Portsmouth Times*, when the paper's International Typographical Union employes went out on strike.

W. A. Pepper, WPAY news editor, got the assignment on four of the six shows. *Times* staff members supplied the material for the newscasts, which included women's news with Miriam Gee, *Times* society editor, and Mr. Pepper; comics, handled by remote control by WPAY Manager Paul Wagner, who is recuperating at his home after an operation, and summaries of editorials and columns in addition to straight newscasts.

Eugene Carr, director of radio for the Brush-Moore Newspapers Inc., publishers of the *Times*, was assigned to help handle the broadcasting schedule.

Revoking of WORL License Too Severe, Attorneys Argue

IN VIEW of previous decisions, revocation of the license of WORL Boston because of alleged concealment of ownership would be "much too severe" a penalty, "particularly since there was no proven wrongdoing" on the part of its principals, attorneys for the station contended in briefs filed with the FCC requesting oral arguments.

Denial of the station's application for renewal of license was recommended in a proposed decision charging misrepresentations in financial reports filed with the Commission [BROADCASTING, Oct. 29]. The station is owned by Harold A. Lafount, former member of the Federal Radio Commission, and Sanford H. and George Cohen, counsel for Arde Bulova interests.

While vigorously contending that there was no effort to conceal information, counsel for the station assert that in a number of cases involving admitted falsehoods and deception "derelictions were overlooked by the commission and no punishment whatever was meted out." In the Honolulu Broadcasting Co. case, decided in 1938, in which the applicants failed to secure consent for transfer of control, they argued, license was renewed on a finding that public interest had not been adversely affected by the transaction and that the facilities had been substantially improved by the new ownership.

Pointing out that under Mr. Lafount's leadership WORL has risen from obscurity to a high ranking position among Boston stations from the standpoint of listener attraction, counsel declare: "In the instant case, there is no evidence that the public interest has been adversely affected by the present ownership; but on the contrary . . . the record shows that since 1937 WORL has steadily improved in every respect and is today rendering a highly meritorious program service in the public interest."

In the Panama City Broadcasting Co. case, decided in 1942, counsel added, the Commission granted renewal of license upon a showing that the station rendered a public service although the record in the case contained "unparalleled instances of concealment."

Again in the Ocala Broadcasting Co. case in 1942, the briefs stated the Commission condoned similar irregularities because of evidence that the station was performing a satisfactory service.

In its exceptions filed with the Commission, the station claims the proposed decision failed to take account of the public service provided listeners under the present operation. "The record shows and the decisions should include findings," the brief stated, that the station's weekly billings have increased from $904 to $6,200; that its Hooper rating rose from 8.4% in the morning to 14.2% from 1941 to 1945 and from 9.4% to 12.3% in the afternoon.

Further, the brief continued, WORL is tied for first place in daytime listening in Boston, it regularly donates time to at least 70 local and national organizations and regular time to numerous government agencies, it regularly presents outstanding programs in behalf of community betterment, and has received the McNinch Award for public service.

Finally, the brief concluded, the Commission erred in finding that the applicant or its officers intentionally submitted false or deceptive reports or knowingly misrepresented its financial affairs "and further erred that the applicant cannot be entrusted with the responsibilities of a licensee."

Air Sales

"ONE AIRPLANE, and charge it, please." WSB listeners in Atlanta heard Enid Day on a Monday morning broadcast suggest this procedure for Davison-Paxon's store, her sponsor. Four listeners took the advice immediately after the show, and bought themselves "Ercoupes" at the store.

Hazel Louise Leach

HAZEL LOUISE LEACH, 39, wife of Herbert Leach, announcer with KSUN Lowell, Ariz., died Nov. 4 in Fairmont, Ind. Hazel Louise, as she was known to radio audiences, was a pianist on KSUN, KBND Bend, Ore., and WGRC Louisville.

IN NASHVILLE...

A-1 PROSPECTS for *POSTWAR BUSINESS

* Radio Daily Survey

Prosperous people make prosperous prospects—and Nashville's population and income increases have outstripped those of the state and the nation since 1941! Radio Daily Survey rates Nashville as an A-1 Postwar city—one of only sixteen such cities in America. Here—with the help of WSIX—you may find more than a million potential buyers for your product. Top shows of both American and Mutual networks guarantee a big, interested audience. Add it up: market, coverage, audience—and REASONABLE RATES, and it's easy to account for the buyer-appeal of WSIX.

AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5,000 WATTS
980 K. C.

• • •

Represented Nationally by
THE KATZ AGENCY, INC.

SPEAKING OF LISTENER LOYALTY

• The *"Listener Diary" survey of listening habits in the WNAX area shows that most WNAX listeners tune directly to this station and **stay tuned to it.** 74 per cent of the audience of the average WNAX program is inherited from the preceding WNAX program. 18.5 per cent are listeners who have just turned their radios on; 7.5 per cent come to WNAX from other stations.

The flow of audience away from WNAX to other stations is inconsequential.

And the audience that "stays put" on WNAX is by far the largest audience of any radio station in this section.

This same "Listener Diary" survey proves this fact by showing WNAX leadership in 87 per cent of individual quarter-hour programs during a week.

WNAX has the knack of giving its listeners the kind of programs they want to hear . . . programs that make them set their dials at 570 KC and leave them there.

BIG AGGIE says: Ask the nearest KATZ man to give you the details of the WNAX "Listener Diary."

*"Industrial Survey"

WNAX IS AVAILABLE WITH KRNT AND WMT AS THE MID-STATES GROUP. ASK THE KATZ AGENCY FOR RATES.

570 on the dial

WNAX

A Cowles Station

SIOUX CITY : YANKTON

Represented by the Katz Agency

BLANKET BUGABOO WAS THREAT IN PAST

WANT TO get an antenna site approved by the citizenry of the surrounding community who dread "blanketing" of their favorite stations? Just get an FCC engineer to offer testimony that the blanketing bugaboo is a relic of radio's distant past.

That's what happened when Raytheon Manufacturing Co., Waltham, Mass., got into some difficulty with residents of Falls Church, Va., where Raytheon wanted to erect an FM and television tower. At a hearing last week conducted jointly by the Town Planning Commission and the Town Council,, Michael J. Sannella, attorney; Albert W. Carr, assistant chief engineer of Raytheon, and Curtis B. Plummer, acting chief of of the Television Division of the FCC's Broadcast Branch, testified.

Raytheon proposed to erect a modernistic transmitter house and a 300-foot unsupported steel tower. After residents expressed their main concern—whether the station would disrupt reception of standard broadcasts, FM and television —Messrs. Carr and Plummer testified this would be no serious problem. Approval ensued.

DISTINGUISHED visitors at the BMB booth at the annual meeting of the Assn. of National Advertisers in New York, and their host are (l to r): Joseph Allen, assistant vice-president, Bristol Myers Co.; Paul West, ANA president; Hugh Feltis, BMB president; D. B. Stetler, advertising director, Standard Brands, and chairman of the ANA radio committee; Harold Stephenson, advertising manager, Canada Starch Co., Montreal.

WOR Welcomes

ENTIRE program of "Gambling's Musical Clock" on WOR New York was devoted to an official welcome to the first returning troops from the China theater arriving on USS A. W. Greely on Dec. 5 in New York harbor.

Holiday Ad Season Arrives in N. Y.

Some Stations Report Business Up; Others See No Effect

ALTHOUGH some New York independent stations report an increase in business due to the approaching holidays, others maintain that time is so sewed up on long-time contracts that the periodic holiday advertisers haven't been able to buy much of it.

WEAF WABC WHOM WOV reported that they have not been influenced by the holiday season influx at all. WMCA has had no appreciable change from last year but arrived at its usual 10% increase about this time of the year. WNEW revealed merely that business was "up".

WOR however, increased 40% during November 1945 over the same month in 1944 with approximately 42 new contracts. New business was attributed not only to Christmas season but to the fact that manufacturers have new products and are using the medium to hypo them. Such products as baby carriages, lighters, etc., are again using time on the station.

Christmas season for WQXR has started with the following: Spot announcements by the New York Telephone Co., in an effort to curtail civilians' long-distance toll calls in order to enable returning servicemen to phone their families. Spot announcements by Peterson's Tobacco Shops, Bloomingdale's Department Store, plus the five stores who are sponsoring *Christmas Shopping News* for six weeks. New York stores sponsoring the series are: Cartier Inc., Ovington's Gift Shop, The Tailored Woman Inc., Charles Scribner's Sons, and Rogers Peet Co. Benson & Hedges has extended sponsorship of *Symphony Hall* to five nights from usual three, for the six weeks of the pre-holiday season. Arthur Kudner Inc., New York, is the agency.

WINS has Bloomingdale Dept. Store through H. W. Fairfax, New York, using two spot announcements per day for the pre-holiday season. Fordham Toy Co., New York, has also started a spot campaign on the station direct, as well as Adam Hat Stores through Buchanan & Co., New York.

Safety Campaign

ADVERTISING COUNCIL, New York, has announced plans for an expanded accident prevention program to be promoted throughout 1946 in cooperation with the National Safety Council. It is the largest peacetime public service project to be undertaken by the Council. Carleton Healy, vice-president of Hiram Walker & Sons, will serve as coordinator. Volunteer agency is Foote, Cone & Belding, Chicago, represented by Fairfax Cone, chairman, executive committee; Leo H. Rosenberg, vice-president, and Lee Plummer.

PARLOR MAGIC

Myrtle Labbitt's **"Homechats"**, after a solid ten-year run, is a morning institution in thousands of Greater Detroit homes. Myrtle's program is probably one of the most unique and informally simple shows in the country . . . homey as a parlor rocker, smart as a new Spring bonnet. **"Homechats"** is just another sample of CKLW programming that sends listeners merrily off to pay cash for things on dealers' shelves. **PROOF?** On a recent food recipe-request campaign placed on nine nation-wide homemaker programs, our own **"Homechats"** show clocked **second** on the list in low net costs per inquiry . . . and, mind you, **five of the 9 stations were 50,000 watters!** How'd you like CKLW to sell YOUR wares that way for so little? For fast facts, write our Executive Sales Office, now!

J. E. CAMPEAU, Managing Director

●

In The DETROIT AREA, it's

5,000 Watts at 800 kc. day and night

CKLW

Mutual Broadcasting System

ADAM J. YOUNG, Jr., INC., Nat'l Representative

MATRON IN MOBILE

OR NEWLYWEDS IN NEW ORLEANS

Folks turn first to—

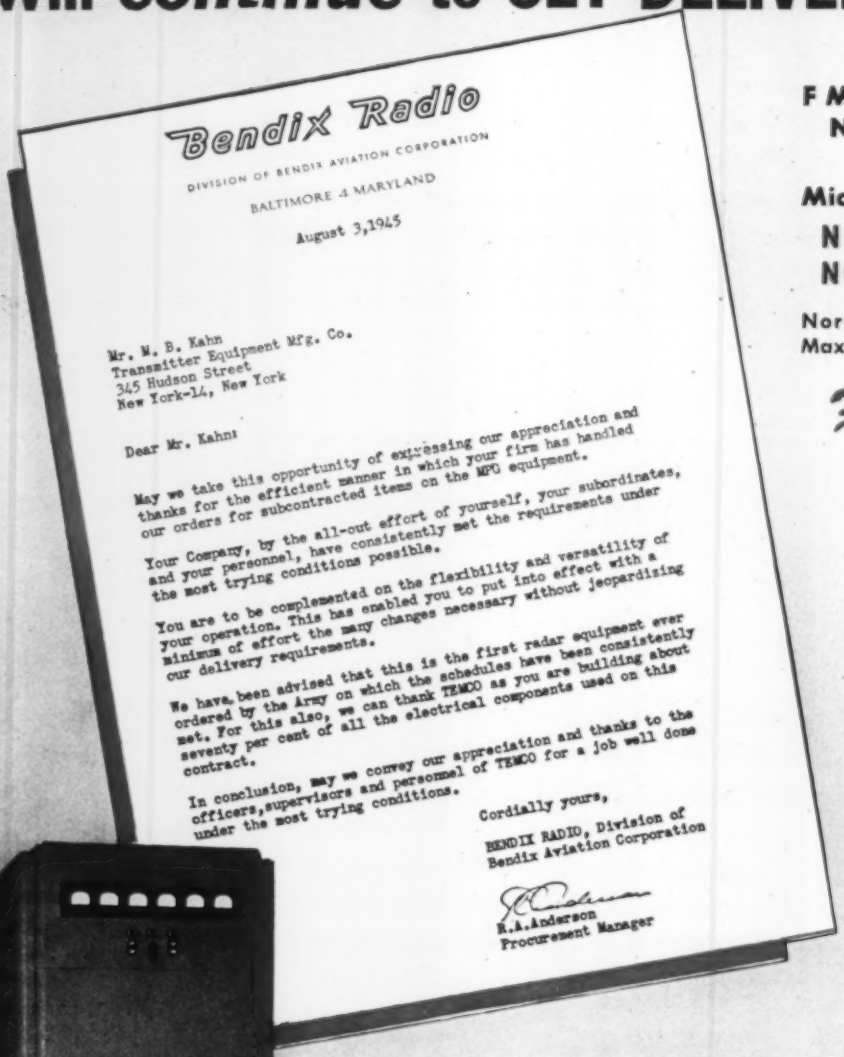
WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

In F M too—
The Same *TEMCO* Team
Will *continue* to SET DELIVERY RECORDS



Bendix Radio

DIVISION OF BENDIX AVIATION CORPORATION

BALTIMORE 4 MARYLAND

August 3,1945

Mr. M. B. Kahn
Transmitter Equipment Mfg. Co.
345 Hudson Street
New York-14, New York

Dear Mr. Kahn:

May we take this opportunity of expressing our appreciation and thanks for the efficient manner in which your firm has handled our orders for subcontracted items on the MPU equipment.

Your Company, by the all-out effort of yourself, your subordinates, and your personnel, have consistently met the requirements under the most trying conditions possible.

You are to be complemented on the flexibility and versatility of your operation. This has enabled you to put into effect with a minimum of effort the many changes necessary without jeopardizing our delivery requirements.

We have been advised that this is the first radar equipment ever ordered by the Army on which the schedules have been consistently met. For this also, we can thank TEMCO as you are building about seventy per cent of all the electrical components used on this contract.

In conclusion, may we convey our appreciation and thanks to the officers, supervisors and personnel of TEMCO for a job well done under the most trying conditions.

Cordially yours,

BENDIX RADIO, Division of
Bendix Aviation Corporation

R.A.Anderson
Procurement Manager

Improved
F M Broadcasting Equipment
NOW Being Produced by
TEMCO'S
Microwave Radar Technicians

NEW MODEL 250 BCF
NOW IN PRODUCTION

Normal Rated Output 250 Watts
Maximum Rated Output 375 Watts

Features...

- New miniature high frequency tubes permitting high efficiency and perfect shielding.
- Newly designed amplifier circuit completely eliminating tank radiation, feedback and radio frequency potentials from transmitting frame.
- Built-in center frequency deviation meter calibrated directly in cycles.
- Frequency range of 88-106 megacycles.
- Frequency stability ± 1500 cps or better of assigned center frequency.
- Audio frequency response ± 1½ db 30-16000 cps (after deemphasis).
- Audio distortion 50-16000 cycles less than 2% RMS.
- Noise level FM db below ± 75 Kc swing.
- Noise level AM 70 db below 100% modulation.

Write for complete descriptive data, prices and information for filing with FCC for license application.

TEMCO

RADIO COMMUNICATION EQUIPMENT

TRANSMITTER EQUIPMENT MFG. CO., INC.

345 Hudson Street, New York 14, N. Y.

FCC Hearings for First Three Months of 1946

SCHEDULE of hearings during the first three months of 1946 on 268 applications for standard, FM and television facilities is shown in the accompanying table. Dates provide one day for each application consolidated for hearing. Where proceedings are to be held outside of Washington, name of the commissioner who is to preside is shown.

Name of applicant, FCC docket number, date and place of hearing, and presiding officer follow:

A

Air Capital Bestg. Co., Wichita, Kans. (6977), March 11, 12, 13, 14, 15, 18, 19, Wichita, Kans., Comm. Walker

Albany Bestg. Co., Albany, N. Y. (6946), Feb. 8, 19, 20, D. C.

Altoona Betsg. Co., Altoona, Pa. (6697), Feb. 28, March 1, Altoona, Pa., Comm. Denny

American Bestg. Corp. (WLAP), Lexington, Ky. (6973), Feb. 18, 19, 20, D. C.

Amphlett Printing Co., San Mateo, Calif. (6954), Jan. 21, 22, 23, 24, 25, 26, San Francisco, Comm. Durr

Arkansas Democrat Co., Little Rock, Ark. (6731), March 22, 23, Little Rock, Comm. Walker

Arkansas-Oklahoma Bestg. Corp., Ft. Smith, Ark. (6834), January 28, 29, D. C.

Associated Electronic Enterprises, Woonsocket, R. I. (6857), March 1, Woonsocket, Comm. Durr

Atlantic Bestg. Co., Savannah, Ga. (6815), Feb. 14, 15, 16, Savannah, Comm. Denny

Atlantic Coast Bestg. Co. (WTMA), Charleston, S. C. (6975), Jan. 30, 31, D. C

Augusta Chronicle Bestg. Co. Savannah, Ga. (6872), Feb. 11, 12, 13, Savannah, Comm. Denny

B

Bakersfield Bestg. Co., Bakersfield, Calif. (6951), Jan. 21, 22, 23, 24, 25, 26, San Francisco, Comm. Durr

Bamberger Bestg. Service, Washington (7014), Jan. 21, 22, 23, 24, 25, 28, 29, 30, 31, Feb. 1, D. C.

Bay State Beacon, Brockton, Mass. (6843), March 4, 5, 6, 7, 8, Brockton, Comm. Wills

Beaver County Bestg. Corp., Beaver Falls, Pa. (6925), Jan. 14, 15, 16, D. C.

Bell, Edgar T., Peoria, Ill. (6919), Feb. 28, March 1, 4, 5, 6, 7, D. C.

Beloit Bestg. Co., Beloit, Wis. (6964), Feb. 7, 8, 9, D. C.

Berkshire Bestg. Corp., Danbury, Conn. (6897), February 6, 7, 8, Danbury, Comm. Denny

Blue Ridge Bestg. Corp., Roanoke, Va. (6937), Jan. 28, 29, 30, 31, D. C.

Blum, Bernard Lee, Waterbury, Conn. (6854), Feb. 25, 26, 27, Waterbury, Comm. Durr

Booth Radio Stations, Flint, Mich. (6923), Feb. 28, March 1, 4, 5, 6, 7, D. C.

Booth Radio Stations, Grand Rapids, Mich. (6957), Feb. 13, 14, 15, D. C.

Booth Radio Stations, Lansing, Mich. (6927), Jan. 14, 15, 16, D. C.

Booth Radio Stations, Saginaw, Mich. (6805), Feb. 25, 26, 27, 28, March 1, 4, 5, 6, 7, 8, D. C.

Borger Bestg. Co. Borger, Tex. (7005), Feb. 1, 2, Dallas, Comm. Walker

Bradford and Pihl, Bemidji, Minn. (6847), Feb. 15, 16, D. C.

Bremerton Broadcast Co., Bremerton, Wash. (7011), Jan. 4, D. C.

Bristol Bestg. Co., Boston, Mass. (6989), March 11, 12, 14, 15, 18, 19, 20, 21, 22, Boston, Comm. Durr

Broadcasters Inc., San Jose, Cal. (6929), Jan. 2, 3, 4, 5, 7, 8, Fresno, Comm. Wakefield

Bestg. Corp. of America, Indio, Cal. (6876), Jan. 31, Feb. 1, Riverside, Comm. Durr

Burlington-Graham Bestg. Co., Burlington, N. C. (6826), Feb. 4, 5, 6, 7, 8, 11, 12, 14, 15, 16, D. C.

C

Calcasieu Bestg. Co. (KPLC), Lake Charles, La. (6664), March 25, 26, 27, 28, D. C.

California Broadcasters, Bakersfield, Cal. (6950), Jan. 21, 22, 23, 24, 25, 26, San Francisco, Comm. Durr

Capital Bestg. Co., Washington (7015), Jan. 21, 22, 23, 24, 25, 28, 29, 30, 31, Feb. 1, D. C.

Capital Bestg. Corp., Little Rock, Ark. (6730), March 22, 23, Little Rock, Comm. Walker

Capitol Bestg. Co. (WRAL), Raleigh, N. C. (6967), March 8, 11, 12, 13, 14, 15, 16, D. C.

Capitol Bestg. Corp., Charleston, W. Va. (6837), Jan. 3, 4, 5, Charleston, Comm. Denny

Capital City Bestg. Co., Des Moines, Ia. (6711), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.

Capitol Radio Corp. Des Moines, Ia. (6712), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.

Caprock Bestg. Co., Lubbock, Tex. (6810), Feb. 25, 26, 27, 28, March 1, 4, 5, 6, 7, 8, D. C.

Carrell, Adelaide Lillian, Wichita, Kans. (6982), March 11, 12, 13, 14, 15, 18, 19, Wichita, Comm. Walker

Cascade Bestg. Co. (KTYW), Yakima, Wash. (6953), Jan. 21, 22, 23, 24, 25, 26, San Francisco, Comm. Durr

Cedar Rapids Bestg. Corp., Cedar Rapids, Ia. (6888), Feb. 11, 12, 13, 14, D. C.

Central Bestg. Co., Madison, Wis. (6940), March 29, 30, Madison, Comm. Wakefield

Central Bestg. Corp., Corpus Christi, Tex. (6910), Feb. 4, 5, Dallas, Comm. Walker

Central California Broadcasters, Berkeley, Cal. (6933), Jan. 2, 3, 4, 5, 7, 8, Fresno, Comm. Wakefield

Central Illinois Radio Corp., Peoria, Ill. (6920), Feb. 28, March 1, 4, 5, 6, 7, D. C.

Central Kentucky Bestg. Co., Lexington, Ky. (6908), March 25, 26, 27, Lexington, Comm. Wills

Central Louisiana Bestg. Corp., Alexandria, La. (6733), Feb. 28, Alexandria, Comm. Wakefield

Charlotte Bestg. Co., Charlotte, N. C. (6825), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.

Chatham Bestg. Co., Savannah, Ga. (6816), Feb. 14, 15, 16, Savannah, Comm. Denny

Chattahoochie Bestg. Co., Columbus, Ga. (6821), Jan. 7, 8, 9, 10, 11, 12, D. C.

Chemical City Bestg. Co., Charleston, W. Va. (6838), Jan. 3, 4, 5, Charleston, Comm. Denny

Chesapeake Radio Corp., Annapolis, Md. (6959), Jan. 21, 22, 23, D. C.

City of Sebring, Fla., Sebring, Fla. (6696), Jan. 7, 8, 9, 10, 11, 12, D. C.

Clear Channel (6741), Jan. 14, 15, 16, 17, 18, D. C.

Cleveland Bestg. Co., Cleveland (6917), Jan. 14, 15, 16, 17, 18, D. C.

Coast Ventura Co., Ventura, Cal. (6839), Jan. 28, 29, Ventura, Comm. Durr

Columbia Bestg. System, Boston (6024), March 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, Boston, Comm. Durr

Columbus Bestg. Co. (WRBL), Columbus, Ga. (6819), Jan. 7, 8, 9, 10, 11, 12, D. C.

Constitution Publishing Co., Atlanta (6802), Feb. 25, 26, 27, 28, March 1, 4, 5, 6, 7, 8, D. C.

Corkern, Iddo K., Bogalusa, La. (6894), Feb. 25, 26, 27, Bogalusa, Comm. Wakefield

Crescent Bestg. Corp., Shenandoah, Pa. (6883), Jan. 21, 22, D. C.

Cumberland Gap Bestg. Co., Middlesboro, Ky. (7001), April 1, 2, Middlesboro, Comm. Wills

Cur-Nan Co., Brockton, Mass. (6845), March 4, 5, 6, 7, 8, Brockton, Comm. Wills

D

Daily Telegraph Printing Co., Bluefield, W. Va. (6961), Jan. 21, 22, 23, D. C.

Danbury Bestg. Co., Danbury, Conn. (6896), Feb. 6, 7, 8., Danbury, Comm. Denny

Davis, Howard W., McAllen, Tex. (6860), Feb. 6, 7, 8, 9, Dallas, Comm. Walker

Daytona Beach Bestg. Co. (Roderick T. Peacock, Sr., tr/as), Daytona Beach, Fla. (6901), Feb. 16, 18, Daytona, Comm. Wills

Daytona Beach Bestg. Co., (Wade R. Sperry, Edgar J. Sperry and Josephine T. Sperry, d/b as), Daytona Beach, Fla. (6902), Feb. 16, 18, Daytona, Comm. Wills.

DeHaven, Hall and Oates, Salinas, Cal. (6931), Jan. 2, 3, 4, 5, 7, 8, Fresno, Comm. Wakefield

Diamond State Bestg. Corp., Dover, Del. (7012), Jan. 3, D. C.

Drolich Bros., Flint, Mich. (6956), Feb. 13, 14, 15, D. C.

Dumont Lab., Washington, (7016), Jan. 21, 22, 23, 24, 25, 28, 29, 30, 31, Feb. 1, D. C.

Durham Radio Corp. (WDNC), Durham, N. C. (6209), March 8, 11, 12, 13, 14, 15, 16, D. C.

E

East Tenn. Bestg. Co., Knoxville, Tenn. (6906), March 29, 30, Knoxville, Comm. Wills

Eastern Carolina Bestg. Co. (WGBR), Goldsboro, N. C. (6867), Feb. 25, 26, 27, 28, March 1, D. C.

Eastern Shore Bestg. Co., Preston, Md. (6887), Jan. 24, 25, D. C.

Ector County Bestg. Co., Odessa, Tex. (6944), Jan. 21, 22, 23, 24, Dallas, Comm. Walker

Edisto Bestg. Co., Orangeburg, S. C. (6801), Feb. 18, 19, 20, 21, Orangeburg, Comm. Denny

El Paso Bestg. Co., El Paso, Tex. (6874), Jan. 30, 31, Dallas, Comm. Walker

Elgin Bestg. Co., Elgin, Ill. (6962), Feb. 7, 8, 9, D. C.

Emmerich, J. O., Bogalusa, La. (6893), Feb. 25, 26, 27, Bogalusa, Comm. Wakefield

Emporia Bestg. Co. Inc. (KTSW) Emporia, Kan. (6981), March 11, 12, 13, 14, 15, 18, 19, Wichita, Comm. Walker

Escambia Bestg. Co., Pensacola, Fla. (6849), Feb. 18, 19, 20, Pensacola, Comm. Wakefield

Evening Star Bestg. Co., Washington (7017), Jan. 21, 22, 23, 24, 25, 28, 29, 30, 31, Feb. 1, D. C.

F

F. M. Radio and Television Corp., San Jose, Cal. (6928), Jan. 2, 3, 4, 5, 7, 8, Fresno, Comm. Wakefield

Farnsworth Television and Radio Corp., (WGL), Ft. Wayne, Ind. (6796), Feb. 21, 22, 25, 26, 27, D. C.

Fayette Associates, Montgomery, W. Va. (6817), Jan. 17, 18, D. C.

Federated Publications, Lansing, Mich. (6806), Feb. 25, 26, 27, 28, March 1, 4, 5, 6, 7, 8, D. C.

Fidelity Broadcasting Corp., Boston (6990) March 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, Boston, Comm. Durr

Flamm, Donald, New York (6790), Jan. 7, 8, 9, 10, 11, D. C.

Fort Orange Bestg. Co. Inc., Albany, N. Y. (6947), Feb. 18, 19, 20, D. C.

Ft. Lauderdale Bestg. Co., Ft. Lauderdale, Fla. (6935), Feb. 11, 12, Miami, Comm. Wills

G

Gazette Company, Cedar Rapids, Ia. (6830), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.

Gibson, Luther E., Vallejo, Cal. (6243), Jan. 21, 22, 23, 24, 25, 26, San Francisco, Comm. Durr

Glens Falls Bestg. Corp., Glens Falls, N. Y. (6702), Jan. 3, 4, 5, Glens Falls, Comm. Wills

Glens Falls Publicity Corp., Glens Falls, N. Y. (6853), Jan. 3, 4, 5, Glens Falls, Comm. Wills

Golden Gate Bestg Corp. (KSAN), San Francisco, Calif. (6949), Jan. 21 22, 23, 24, 25, 26, San Francisco, Comm. Durr

Graham, Walter A., Tipton, Ga. (6918), Jan. 14, 15, 16, 17, 18, D. C.

Grand Canyon Bestg. Co., Flagstaff, Ariz. (7000), Feb. 4, 5, Flagstaff, Comm. Durr

Great Northern Radio, Inc., Glens Falls, N. Y. (6852), Jan. 3, 4, 5, Glens Falls, Comm. Wills

Greater Huntington Radio Corp., Huntington, W. Va. (6842), Jan. 7, 8, Huntington, Comm. Denny

(Continued on page 38)

FCC Hearings

(Continued from page 37)

Greater Peoria Radio Broadcasters, Inc., Peoria, Ill. (6709), March 25, 26, 27, Peoria, Comm. Wakefield
Gulfport Bcstg. Co., Pensacola, Fla. (6850), Feb. 18, 19, 20, Pensacola, Comm. Wakefield

H

Harvey Radio Lab., Boston (6997), March 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, Boston, Comm. Durr
Hazelwood Inc. (WLOF), Orlando, Fla. (6864), Feb. 11, 12, D. C.
Hazelwood Inc., Deland, Fla. (6704), Feb. 19, Deland, Comm. Wills
Hughes, Richard George, Borger, Tex. (7006), Feb. 1, 2, Dallas, Comm. Walker
Huntington Bcstg. Corp., Huntington, W. Va. (6841), Jan. 7, 8, Huntington, Comm. Denny

I

Illinois Valley Bcstg. Co., Peoria, Ill. (6710), March 25, 26, 27, Peoria, Comm. Wakefield
Indian River Bcstg. Co., Fort Pierce, Fla. (7010), Feb. 13, 14, Miami, Comm. Wills

J

James F. Hopkins Inc., Ann Arbor, Mich. (6230), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.

K

KAIR Bcstg. Co., Wichita, Kans. (6979), March 11, 12, 13, 14, 15, 18, 19, Wichita, Comm. Walker
Kaliher, Russell E., Bemidji, Minn. (6848), Feb. 15, 16, D. C.
Katzentine, A. Frank, Orlando, Fla. (6705), Jan. 7, 8, 9, 10, 11, 12, D. C.
Kentucky Bcstg. Co., Lexington, Ky. (6909), March 25, 26, 27, Lexington,
Kincaid, Garvice D. Lexington, Ky. (6909), March 25, 26, 27, Lexington, Comm. Wills
Klein, William L., Oak Park, Ill. (6963) Feb. 7, 8, 9, D. C.
KOVO Bcstg. Co. (KOVO), Provo, Utah (6739), Mar. 4, Provo, Comm. Denny
KQW Transfer, San Jose, Cal. (7013), March 27, 28, 29, D. C.
KTOP Inc., Topeka, Kans. (6980), March 11, 12, 13, 14, 15, 18, 19, Wichita, Comm. Walker
KVOM Inc., Marshall, Tex. (6707), Jan. 28, 29, Dallas, Comm. Walker

L

Lake Erie Bcstg. Co. Sandusky O. (7004), March 22, 23, Sandusky, Comm. Wakefield
Lee Bros. Bcstg. Co. (KFXM), San Bernardino, Cal. (6812), March 18, 19, 20, 21, 22, 23, D. C.
Long Island Bcstg. Corp. (WWRL), Woodside, N. Y. (6831), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.
Longston, Jessica L., Burley, Ida. (6879), March 6, Burley, Comm. Denny
Lynchburg Bcstg. Corp. (WLVA), Lynchburg, Va. (6870), Feb. 25, 26, 27, 28, March 1, D. C.

M

McClatchy Bcstg. Co., Modesto, Cal. (6827), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.
McKee, James H., Charleston, W. Va., (6836), Jan. 3, 4, 5, Charleston, Comm. Denny
McKeesport Radio Co., McKeesport, Pa. (6926), Jan. 14, 15, 16, D. C.
McNaughton, F. F., Peoria, Ill. (6713), March 25, 26, 27, Peoria, Comm.
Marcus Loew Booking Agency, Washington (7018), Jan. 21, 22, 23, 24, 25, Wakefield
28, 29, 30, 31, Feb. 1, D. C.
Marshall Bcstg. Co., Marshall, Tex. (6706), Jan. 28, 29, Dallas, Comm. Walker
Massachusetts Bcstg. Co., Boston (6996), March 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, Boston, Comm. Durr
Matheson Radio Co., Boston (6991), March 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, Boston, Comm. Durr
Meadville Tribune Bcstg. Co., Meadville, Pa. (6898), Jan. 23, 24, 25, D. C.
Methodist Radio Parish, Flint, Mich. (6958), Feb. 13, 14, 15, D. C.
Metropolitan Bcstg. Service, New York (6791), Jan. 7, 8, 9, 10, 11, D. C.
Middlesboro Bcstg. Co., Middlesboro, Ky. (7002), April 1, 2, Middlesboro, Comm. Wills
Midwest Bcstg. Co., Milwaukee, Wis. (6795), Feb. 21, 22, 25, 26, 27, D. C.
Mitchell G. Meyers, Reuben E. Aronheim, Milton H Meyers, Brockton, Mass. (6844), March 4, 5, 6, 7, 8, Brockton, Comm. Wills
Mitchell G. Meyers, R. E. Aronheim, and Milton H. Meyers, Waterbury, Conn. (6855), Feb. 25, 26, 27, Waterbury, Comm. Durr.
Moline Dispatch Publishing Co., Moline, Ill. (6891)
Montana Bcstg. & Television Co., Anaconda, Mont. (6808), Feb. 25, 26, 27, 28, March 1, 4, 5, 6, 7, 8, D. C.
Monterey Bay Bcstg. Co., Santa Cruz, Cal. (6952), Jan. 21, 22, 23, 24, 25, 26, San Francisco, Comm. Durr
Muscatine Bcstg. Co., Muscatine, Ia. (6890), Feb. 11, 12, 13, 14, D. C.
Muscogee Bcstg. Co., Columbus, Ga. (6820), Jan. 7, 8, 9, 10, 11, 12, D. C.

N

NBC, Washington (7019), Jan. 21, 22, 23, 24, 25, 28, 29, 30, 31, Feb. 1 D. C.
Neff, A. C., Savannah, Ga. (6640), Feb. 14, 15, 16, Savannah, Comm. Denny
New Iberia Bcstg. Co., New Iberia, La. (6766), Jan. 2, 3, D. C.
New Mexico Bcstg. Co., Albuquerque, N. M. (6142), March 18, 19, 20, 21, 22, 23, D. C.
New Mexico Pub. Co., Santa Fe (6803), Feb. 25, 26, 27, 28, March 1, 4, 5, 6, 7, 8, D. C.
Nevada Radio & Television Co. Reno (6813), March 18, 19, 20, 21, 22, 23, D. C.
Newark Bcstg. Corp., Newark, N. J. (6190), Jan. 7, 8, 9, 10, 11, D. C.
Nied and Stevens, Warren, O. (6960), Jan. 21, 22, 23, D. C.
Northern Bcstg. Co., Wausau, Wis. (WSAU) (6794), Feb. 21, 22, 25, 26, 27, D. C.
Northern Corp., Boston (6992), March 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, Boston, Comm. Durr
Norwich Bcstg. Co., Norwich, Conn. (6858), Feb. 28, Norwich, Comm. Durr

O

Observer Radio Corp., Orangeburg, S. C. (6763), Feb. 18, 19, 20, 21, Orangeburg, Comm. Denny
Odessa Bcstg. Co., Odessa, Tex. (6943), Jan. 21, 22, 23, 24, Dallas, Comm. Walker
Old Dominion Bcstg. Corp., Lynchburg, Va. (6936), Jan. 28, 29, 30, 31, D. C.
Old Pueblo Bcstg. Co., Tucson, Ariz. (6903), Feb. 6, 7, Tucson, Comm. Durr
Orangeburg Bcstg. Corp., Orangeburg, S. C. (6764), Feb. 18, 19, 20, 21, Orangeburg, Comm. Denny

P

Palm Beach Bcstg. Corp. (WWPG) Palm Beach, Fla. (6822), Jan. 7, 8, 9, 10, 11, 12, D. C.
Pape Bcstg. Co., Pensacola, Fla. (6851), Feb. 18, 19, 20, Pensacola, Comm. Wakefield
Parker, Frank, Danbury, Conn. (6986), Feb. 6, 7, 8, Danbury, Comm. Denny
Patriot Co., Harrisburg, Pa. (6884), Jan. 21, 22, D. C.
Peninsula Bcstg. Co., Salisbury, Md. (6886), Jan. 24, 25, D. C.
Permian Basin Bcstg. Co., Odessa, Tex. (6942), Jan. 21, 22, 23, 24, Dallas, Comm. Walker
Peterson & Co., Lexington, Ky. (6907), March 25, 26, 27, Lexington, Comm. Wills
Philco Radio & Television Corp., Washington (7021), Jan. 21, 22, 23, 24, 25, 28, 29, 30, 31, Feb. 1, D. C.
Piedmont Bcstg. Corp. (WBTM), Danville, Va. (6938), Jan. 28, 29, 30, 31, D. C.
Piedmont Carolina Bcstg. Co., Reidsville, N. C. (6833), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.
Plummer, John L., Bogalusa, La. (6892), Feb. 25, 26, 27, Bogalusa, Comm. Wakefield
Plymouth County Bcstg. Corp., Brockton, Mass. (7008), March 4, 5, 6, 7, 8, Brockton, Comm. Wills
Pulitzer Pub. Co. (KSD), St. Louis (6809), Feb. 25, 26, 27, 28, March 1, 4, 5, 6, 7, 8, D. C.
Pursley Bcstg. Service, Mobile, Ala. (6880), Feb. 21, Mobile, Comm. Wakefield

Q

Queen City Bcstg., Cincinnati (6972), Feb. 18, 19, 20, D. C.

R

Radio Corp. of Cedar Rapids, Cedar Rapids, Ia. (6889), Feb. 11, 12, 13, 14, D. C.
Radio Sales Corp., Twin Falls, Ida. (6878), March 7, Twin Falls, Comm. Denny
Radio Service Corp. (KSEI), Pocatello, Ida. (6865), March 8, Pocatello, Comm. Denny
Radio Station KEEW, Ltd., Brownsville, Tex. (6861), Feb. 6, 7, 8, 9, Dallas, Comm. Walker
Radiophone Bcstg. Station WOPI, Bristol, Tenn. (6661), Feb. 25, 26, 27, 28, March 1, 4, 5, 6, 7, 8, D. C.
Raytheon Co. Boston (6998), March 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, Boston, Comm. Durr
Rebel Bcstg. Co., Jackson, Miss. (6966), March 8, 11, 12, 13, 14, 15, 16, D. C.
Recording Devices (6787), Jan. 10, 11, D. C.
Red River Valley Bcstg. Corp., Sherman, Tex. (KRRV) (6862), Feb. 6, 7, 8, 9, Dallas, Comm. Walker
Reporter Bcstg. Co. (KRBC), Abilene, Tex. (5968), March 25, 26, 27, 28, D. C.
Reynolds, Donald W., Ft. Smith, Ark. (6835) Jan. 28, 29, D. C.
Rivers, John M. (WCSC), Charleston, S. C., (6939), Jan. 28, 29, 30, 31, D. C.
Roanoke Bcstg. Corp. (WSLS), Roanoke, Va. (6869), Feb. 25, 26, 27, 28, March 1, D. C.
Roderick, Dorrance D., Odessa, Tex. (6945), Jan. 21, 22, 23, 24, Dallas, Comm. Walker

S

Sabine Area Bcstg. Corp., Orange, Tex. (6823), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.
Sampson, Richard T., Banning, Cal. (6877), Jan. 31, Feb. 1, Riverside, Comm. Durr
San Bernardino Co., San Bernardino, Cal. (6811), March 18, 19, 20, 21, 22, 23, D. C.
Sandusky Bcstg. Co., Sandusky, O. (7003), March 22, 23, Sandusky, Comm. Wakefield
San Jacinto Bcstg. Co., Houston (6725), March 25, 26, 27, 28, D. C.
San Jose Bcstg. Co., San Jose (6955), Jan. 21, 22, 23, 24, 25, 26, San Francisco, Comm. Durr
San Juaquin Bcstrs., Modesto, Cal. (6832), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.
Savannah Valley Bcstg. Co., Savannah, Ga. (6873), Feb. 13, Savannah, Comm. Denny
Scripps-Howard Radio, Cleveland (6916), Jan. 14, 15, 16, 17, 18, D. C.
Scripps-Howard Radio (WCPO), Cincinnati (6971), Feb. 18, 19, 20, D. C.
Scripps-Howard Radio, Washington (7022), Jan. 21, 22, 23, 24, 25, 28, 29, 30, 31, Feb. 1, D. C.
Seaman & Collins, El Paso (6875), Jan. 30, 31, Dallas, Comm. Walker
Shenandoah Valley Bcstg. Corp., Harrisonburg, Va. (6804), Feb. 25, 26, 27, 28, March 1, 4, 5, 6, 7, 8, D. C.
Skagit Valley Bcstg. Co., Mt. Vernon, Wash. (6829), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.
Smith, Joe L., Jr., Charleston, W. Va. (6677), Jan. 17, 18, D. C.
Smith, N. Pratt, Flagstaff, Ariz. (6999), Feb. 4, 5, Flagstaff, Comm. Durr
Smoky Mountain Bcstg. Co., Knoxville, Tenn. (6905), March 29, 30, Knoxville, Comm. Wills
Southeastern Bcstg. Co., Fort Pierce, Fla. (7009), Feb. 13, 14, Miami, Comm. Wills
Southern Media Corp., Coral Gables, Fla. (6934), Feb. 11, 12, Miami, Comm. Wills
Southern Utah Bcstg. Co., Cedar City, Utah (6759), March 18, 19, 20, 21, 22, 23, D. C.
Spearman, Paul D., Jackson, Miss. (6965), March 8, 11, 12, 14, 15, 16, D. C.
Star Bcstg. Co., Pueblo, Colo. (6814), March 18, 19, 20, 21, 22, 23, D. C.
Stuart Bcstg. Co., Knoxville, Tenn. (6968), March 8, 11, 12, 13, 14, 15, 16, D. C.
Sun Country Bcstg. Co., Tucson, Ariz. (6904), Feb. 6, 7, Tucson, Comm. Durr
Syracuse Bcstg. Corp., Syracuse (6912), Jan. 3, 4, D. C.

T

Templeton Radio Mfg. Corp., Boston (6846), March 4, 5, 6, 7, 8, Brockton, Comm. Wills
Templeton Radio Mfg. Corp., Boston (6995), March 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, Boston, Comm. Durr

Texas Bestrs., Houston (6724), Jan. 25, Dallas, Comm. Walker
Thomas, Harold, Waterbury, Conn. (6856), Feb. 25, 26, 27, Waterbury, Comm. Durr
Thomaston Bestg. Co., Thomaston, Ga. (6818), Jan. 7, 8, 9, 10, 11, 12, D. C.
Thompson Bestg. Co., Altoona, Pa. (6698), Feb. 27, 28, Altoona, Comm. Denny
Times-Herald, Washington (7020), Jan. 21, 22, 23, 24, 25, 28, 29, 30, 31, Feb. 1, D. C.
Times Pub. Co., Erie, Pa. (6900), Jan. 23, 24, 25, D. C.
Torrington Bestg., Torrington, Conn. (6895), Feb. 9, Torrington, Comm. Denny
Tri-State Bestg. Corp., Evansville, Ind. (6922), Feb. 28, Mar. 1, 4, 5, 6, 7, D. C.
Tri-County Bestg. Corp., Orangeburg, S. C. (6800), Feb. 18, 19, 20, 21, Orangeburg, Comm. Denny

U

United Bestg. Co., Ogden, Utah (6885), March 5, Ogden, Comm. Denny
United Bestg. Co., San Jose, Cal. (6930), Jan. 2, 3, 4, 5, 7, 8, Fresno, Comm. Wakefield
United Bestg. Co., Montgomery, Ala. (6828), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.
Unity Bestg. Corp. of Mass., Boston (6994), March 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, Boston, Comm. Durr

V

Valdosta Bestg. Co., Valdosta, Ga. (6863), Feb. 11, 12, D. C.
Valley Bestg. Assn., McAllen, Tex. (6859), Feb. 6, 7, 8, 9, Dallas, Comm. Walker
Valley Bestg. Co., Pomona, Cal. (6633), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.
Valley Bestg. Co., Stockton, Cal. (6932), Jan. 2, 3, 4, 5, 7, 8, Fresno, Comm. Wakefield
Vancouver Radio Corp. (KVAN), Vancouver, Wash. (6506), March 11, Vancouver, Comm. Denny
Ventura Bestrs., Ventura, Cal. (6840), Jan. 28, 29, Ventura, Comm. Durr
Virginia Bestg. Corp., Roanoke, Va. (6969), Mar. 8, 11, 12, 13, 14, 15, 16, D. C.
Virginia-Carolina Bestg. Corp., Danville, Va. (6797), Feb. 21, 22, 25, 26, 27, D. C.
Voice of Augusta, Savannah, Ga. (6871), Feb. 11, 12, 13, Savannah, Comm. Denny

W

Wabash Valley Bestg. Corp., Terre Haute, Ind. (6924), Feb. 28, March 1, 4, 5, 6, 7, D. C.
WAGE Inc., Syracuse (6792), Jan. 7, 8, 9, 10, 11, D. C.
Walmac Co., Corpus Christi, Tex. (6911), Feb. 4, 5, Dallas, Comm. Walker
Watson, Penn Thomas (WGTM), Wilson, N. C. (6866), Feb. 25, 26, 27, 28, March 1, D. C.
WCAX Bestg. Corp., Burlington, Vt. (6793), Jan. 7, 8, 9, 10, 11, D. C.
WCLS Inc. (WJOL), Joliet, Ill. (6983), March 29, D. C.
Weiland, Jonas, Kinston, N. C. (6868), Feb. 25, 26, 27, 28, March 1, D. C.
WGCM Bestg. Co., Biloxi, Miss. (6881), Feb. 22, 23, Biloxi, Comm. Wakefield
WHEC Inc. (WHEC), Rochester, N. Y. (6948), Feb. 18, 19, 20, D. C.
Wichita Beacon Bestg. Co., Wichita, Kans. (6978), March 11, 12, 13, 14, 15, 18, 19, Wichita, Comm. Walker
Wichita Bestrs. (KWFT), Wichita Falls, Tex. (6970), March 8, 11, 12, 13, 14, 15, 16, D. C.
Wichita Bestg. Co., Wichita, Kansas (6976), March 11, 12, 13, 14, 15, 18, 19, Wichita, Comm. Walker
Wilson, P. C. Canton, O. (6915), Jan. 14, 15, 16, 17, 18, D. C.
Winslow, H. C. Meadville, Pa. (6899), Jan. 23, 24, 25, D. C.
Wisconsin State Bestg. Co., Madison, Wis. (6941), March 29, 30, Madison, Comm. Wakefield
WJIM Inc., Lansing, Mich. (6807), Feb. 25, 26, 27, 28, March 1, 4, 5, 6, 7, 8, D. C.
WJPS Inc. Evansville, Ind. (6921), Feb. 28, March 1, 4, 5, 6, 7, D. C.
WLEU Bestg. Corp. (WLEU), Erie, Pa. (6913), Jan. 3, 4, D. C.
WLOX Bestg. Co., Biloxi, Miss. (6882), Feb. 22, 23, Biloxi, Comm. Wakefield
WOOP Inc., Dayton, O. (6824), Feb. 4, 5, 6, 7, 8, 11, 12, 13, 14, 15, D. C.
WRAW transfer Reading, Pa. (6785) March 1, Reading, Comm. Denny
Wren Bestg. Co. (WREN), Topeka, Kan. (6703), Feb. 21 22, 25, 26, 27, D. C.
WSAV Inc. (WSAV), Savannah, Ga. (6974), Jan. 30, 31, D. C.
WTAW—Agricultural & Mechanical College of Texas, College Station, Texas (6760), March 25, 26, 27, 28, D. C.

Y

Yankee Network, Boston (6993), March 11, 12, 13, 14, 15, 18, 19, 20, 21, 22, Boston, Comm. Durr

COMMERCIALS OUT

Year's Series on WIBC

To Carry No Plugs

CONTRACT for a 52-week series of twice-weekly 15-minute programs with no commercials was reported last week by WIBC Indianapolis.

Station Manager George C. Biggar said the contract was signed with Marilyn Fur Co., Indianapolis, with the understanding that courtesy acknowledgments at beginning and end of each show would be used instead of commercial messages.

Entitled *Religion Versus War*, series will present a clergyman or prominent layman on each broadcast in a discussion of the power of religion in preventing war. Series was conceived by Elmer Frankel, local advertising man.

Price Takes Film Job

BYRON PRICE, former director of censorship, last week was appointed vice-president of Motion Picture Producers and Distributors of America and will be in charge of the Hollywood office. President Eric Johnston, announcing the appointment, said the Hollywood program would include development of research looking to improved techniques, expanded use of movies in education and in development of "enlightened labor-management relations". When the job was previously offered to J. A. Krug, former WPB chairman, Mr. Johnston said the salary would be $75,000 a year. Mr. Price went to Europe last September as President Truman's special representative to study conditions in occupied areas. His report was released Nov. 28 [BROADCASTING, Dec. 3].

BEFORE an American mike, the kind he will talk into weekly beginning Jan. 6, New York Mayor Fiorello H. LaGuardia, who leaves office Jan. 1, discusses his contract as a network commentator for *Liberty* magazine [CLOSED CIRCUIT, Dec. 3] with Mark Woods (seated), American president, and Edward J. Noble, chairman of the board of the network.

LaGuardia Net Program Sponsored by 'Liberty'

WHEN Fiorella H. LaGuardia steps down as mayor of New York at the end of this month he will begin a new career as a radio commentator on American, effective Jan. 6, under sponsorship of *Liberty* Magazine.

His unrestricted comments on national and international affairs will be aired Sundays, 9:30-9:45 p.m. over 198 American stations. *Liberty* has a 52-week contract at a reputed figure in excess of $100,000, with two one-year renewal options. Agency is Warwick & Legler, New York.

Following a conference with Mark Woods, American president, and Edward J. Noble, board chairman, Mayor LaGuardia announced on Dec. 2 that he was entering the radio field. At the same time Mr. Woods said: "Mayor LaGuardia will be a great asset to American radio."

Announcement of sponsorship was made Thursday in the Mayor's office at New York's City Hall. It followed a conference between the Mayor, Paul Hunter, publisher of *Liberty;* Edward Maher, its editor; Mr. Woods; Paul Warwick, agency president; Lester Malitz, agency vice-president and account executive who will be in charge of the program for the magazine.

Asked how much money he would receive, Mayor LaGuardia said that was something which concerned him, the network and Fred Vinson (Secretary of the Treasury). He added that his contract was with the sponsoring company, following the Mayor's approval of the magazine as his sponsor.

Mr. Hunter also declined to name the figure, but when asked if $100,000 would be about right, Mr. Maher replied that would be low. Mr. LaGuardia now receives $25,000 a year as mayor of New York.

Program commercials will be used chiefly to announce special articles or stories in the current issues of *Liberty*. They will be limited to 2½ minutes in accordance with a network ruling.

An interesting angle of *Liberty's* sponsorship of the Mayor on American arises from the fact that the majority of the magazine's stock is held by the Atlas Corp., which is currently considering purchase of control of Associated Broadcasting Co., which in September began operations as the fifth coast-to-coast network and is currently suing American over use of "ABC" identification.

Mr. LaGuardia will originate most of his broadcasts from the network's studios in New York, where he has broadcast since last May a monthly program on WJZ, the network's key station in New York. When he is out of town, he will be picked up from wherever he is. Guests will be heard on the series from time to time, "particularly any one who doesn't agree with me," the Mayor declared.

Mac M. Wilkins Is Victim Of Heart Ailment at 45

MAC M. WILKINS, 45, senior partner in the firm of Mac Wilkins, Cole & Weber, advertising business counsel company of Portland and Seattle, died Nov. 24 in his Portland home. Cause of death was coronary occlusion. He is survived by his widow, Ruth Wilkins, a son, daughter and grandson.

With Arlyn Cole, Mr. Wilkins formed the advertising counsel firm in 1931. He was a member and director of the Oregon Advertising Club, a member of Pacific Counsel of the American Association of Advertising Agencies, chairman of the Oregon state chapter of AAAA, and a member of the AAAA radio committee, in addition to numerous other civic affiliations. The firm name, personnel and policies will remain unchanged.

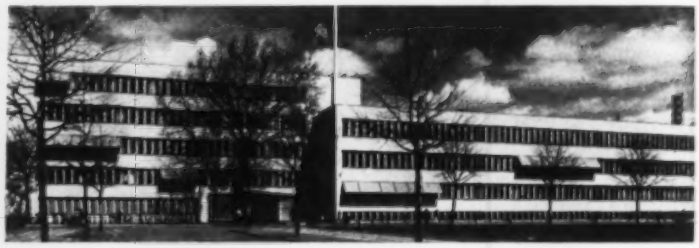
Denmark Boasts New Radio Facilities

Up-to-Minute Studios At Copenhagen Are In U. S. Pattern

By CPL. IRWIN WINEHOUSE

AMERICAN RADIO has given birth to a fullgrown offspring. Accepting radio in the U. S. as the criterion to be followed, the Danish Government officially opened the new home of Radio Copenhagen in October. Known as "Broadcast House" and built at a cost of 15 million kroner ($3,000,000), this magnificent structure boasts of the most modern broadcasting facilities ever seen east of New York or west of Hollywood. Begun in 1937, "Broadcast House" was not completed until the last German had been sent back across the border.

WHILE ON LEAVE from his duties as writer-producer of AFN Paris, Cpl. Winehouse was one of the few Americans to witness the opening of "Broadcast House" in Copenhagen. He was so impressed with "the newest development in radio on the Continent," that he immediately airmailed the accompanying story to Broadcasting.



Danish Government's "Broadcast House".

One of the control rooms.

Government owned and operated, Radio Copenhagen began rather inconspicuously back about 1923 in one room of the Post Office, and today it compares favorably with the best to be found anywhere in the world. Inside "Broadcast House" which covers an entire city block, are thirteen scientifically perfect studios, ranging from an announcer's stand-by studio overlooking a palatial garden to a studio-auditorium with a seating capacity of 1,100. "Broadcast House" is complete to having its own commissary where some of the famous foods of Copenhagen are served.

Constructed by a Danish engineer and utilizing Standard Electric equipment, Radio Copenhagen operates through two transmitters (100 and 10 kw.) and five relay stations. A complete coverage is obtained of the four million inhabitants of Denmark who listen on approximately one million sets.

For the privilege of commercial-free radio, Danish listeners are taxed $2 per year with the entire revenue given to "Broadcast House" for its complete operational expenses. On a budget of about $2,000,000, the very best in entertainment is available to the radio audience in Denmark.

Although musical programs comprise 70% of the broadcast schedule, few records are used, since discs are practically non-existent on the Continent today, and special contract given all musicians working at "Broadcast House" prohibits the recording of any live musical shows. As a result, three full orchestras are included in the staff. The top musical show of the week is provided by a 90-piece symphony orchestra under the direction of Eric Tuxen. Broadcasting each Thursday night from the huge dome-shaped studio-auditorium, the Danish Radio Symphony Orchestra plays before a studio audience which has payed 20c apiece to witness a musical treat that was unobtainable throughout the occupation. Tickets for the program are placed on sale two days before the broadcast, and are completely sold out within a half-hour.

Radio programming at "Broadcast House" does not stop with the scheduling of a symphony. Slowly new and more extensive productions are being undertaken. At the moment, however, a shortage of electrical power in Copenhagen has resulted in the suspension of broadcast operations from 9-12 each morning. This combined with the dire need for microphones are just two other difficulties which the directors must surmount in presenting radio fare for their audience.

With "Broadcast House", radio in Denmark has come of age. Whether government ownership and the lack of competition will result in standardization and a certain amount of self-satisfaction remains to be seen. As one director said, "Your own conscience is a poor measure of your actual accomplishments." Be that as it may, the Danish people can be justly proud of their "Broadcast House" which stands as a monument to a country that could not be crushed under the German boot. In "Broadcast House" the Danes have demonstrated the initiative to provide the best where the mediocre might have been accepted.

Desist Order

R. L. SWAIN TOBACCO Co., Danville, Va., was ordered by Federal Trade Commission last week to cease and desist from alleged misrepresentations concerning its Pinehurst cigarettes. Forbidden representations include: that the cigarettes are endorsed or approved by the medical profession; contain no irritating properties; will cause no cough, wheeze or throat irritation; will create no "sour, stale or disagreeable odor" when smoked in a room lacking fresh air; will lessen the stain on the fingers or teeth resulting from cigarette smoking, and that substitution of Panax Quinquefolium (ginseng) for glycerine in the manufacturing process removes irritating properties from the smoke or keeps cigarettes fresh longer than ordinary cigarettes.

Fox Anniversary

TENTH anniversary of *Fox Amateur Hour*, sponsored on WMCA New York by Michaels Brothers furniture store, Brooklyn, will be broadcast Dec. 10, 9:30-10 p.m. Program will feature Broadway and radio stars who won their first laurels on series. Placed by Advertising Trade Service Inc., New York since origination, series is usually heard from the Brooklyn Fox Theater. Anniversary program will originate from WMCA studio theater.

Mrs. J. T. Shirer

MRS. J. T. SHIRER, mother of William L. Shirer, CBS commentator, died Nov. 26 at her home in Cedar Rapids. Survivors besides William Shirer are another son, John, and a daughter, Josephine.

FCC Okay Asked For KOIN Sale

Field to Pay $493,967 Before Adjustments Are Made

PROPOSED sale of KOIN Portland, Ore., to Field Enterprises Inc., Chicago, for $943,967 (before adjustments) has been submitted for approval of FCC, which last week "advertised" the contemplated transfer in accordance with the open-bidding policy suggested in its Crosley-Avco decision.

Commission's notice, published in the *Federal Register*, said C. W. Myers, Josephine Hunt, Gertrude E. Myers and KOIN Inc., trustee, propose to deliver to Field Enterprises all of the 1,000 shares of Class A common stock and at least 950 of the 1,000 shares of Class B common stock, plus whatever other B stock they can reacquire at the selling price.

Purchase price of $943,967 would be increased by amount of increase in net worth of KOIN between Aug. 31 and accounting date, plus "certain expenses" involved in prosecution of applications pending before FCC. Price would be decreased "to the extent of any sum credited on the purchase price of any Class B stock remaining subject to contract of sale to others."

A $100,000 Treasury note has been placed in escrow, and remainder of purchase price is to be paid upon delivery of stock on closing date, which the buyer will fix within 10 days of FCC approval.

Negotiations looking to the sale of KOIN had been in progress for some time, but approval by the 32 employe-stockholders was necessary before the agreement could be closed [BROADCASTING, Oct. 29]. Mr. Myers, president and general manager, owns 65% of the stock, with the rest of Class A (voting) stock held by his wife and by Mrs. Hunt, widow of C. Roy Hunt, former manager. Employes hold 411 of the 1,000 shares of Class B (non-voting) stock.

The station, a CBS outlet, operates on 970 kc with 5,000 w full-time and is seeking 660 kc with 50 kw. Field Enterprises owns and operates WJJD Chicago and WSAI Cincinnati as well as the Marshall Field newspapers and publications.

FCC's notice gave prospective bidders 60 days from Nov. 16 (date the application was filed) to apply for the facilities on the same terms. It said the applicant would advertise the proposed sale in a Portland newspaper, as suggested in the Crosley-Avco decision.

Students Take Over

STUDENTS of Cleveland public schools, who have been studying in various radio departments of schools throughout the city, took over complete operation of WHK Cleveland for a day on Nov. 16, from post of general manager through duties of announcing, engineering, writing, producing, planning and promoting. Event is to occur annually to afford students working experience as well as direct appreciation of the profession.

Even for the man WITH A VACANT LOT— AND A DREAM OF A RADIO STATION

GATES is your dependable source of supply for *all* Radio Transmitting Equipment—no matter how simple or how elaborate. Because we specialize *exclusively* in Transmitting Equipment, we are prepared to give you detailed engineering service, plus quality products second to none.

If you are planning to build a station from the ground up, let us help you develop your plans most effectively. And if your need is only for an occasional replacement item, we are eager to serve you too.

For all your Equipment needs—today, tomorrow, or whenever—call on GATES.

GATES RADIO CO.

Write for Details About the
GATES Priority System for Prompt Post-War Delivery

A Typical GATES-Designed Station

Radio Station WRLC, at Toccoa, Ga., is owned and operated by R. G. Le Tourneau, world-famed designer and builder of heavy-duty, precision machinery. When the Station was built, GATES was invited to handle the entire engineering and installation. WRLC is only one of many stations engineered by GATES. These complete installations are made possible because GATES manufactures literally everything in Radio Transmitting Equipment.

GATES RADIO CO. • QUINCY, ILL. • ***Exclusive Manufacturers of Radio Transmitting Equipment Since 1922***

French Continued Video Work Despite War, Observer Reports

FRENCH television experimentation by no means came to a halt during the war, according to a U. S. expert's report which was made public last week, but it still lags behind American.

The expert, F. C. McLean, who was attached to the Psychological Warfare Division of Supreme Allied Headquarters, reported on the state of television development by a subsidiary of the giant Compagnie de Compteurs of Montrouge, France, metering equipment manufacturer, and by the studios of RDF Paris.

Major phase of television in which the French seem to have made little if any progress is color transmission, the observer said. French scientists with whom he talked seemed not "to have done any work with color broadcasting, nor did they seem to think that color television was very interesting," he reported.

In contrast to lagging French interest in color broadcasting is recent U. S. progress in the field. Last October Paul W. Kesten, CBS executive vice-president, told the FCC that full-color television in the higher frequencies was already an accomplished fact [BROADCASTING, Oct. 15].

At the laboratories of Compagnie Francaise de Television, subsidiary of the meter-making combine, Mr. McLean saw demonstrations of black and white 400, 450 and 1050 line television systems, the latter on a cathode ray tube of 15 inches diameter. He described the quality of the 1050 line picture as "very good, even up to the corners". The 400 line projection was on a screen six by four feet in a small theater.

Films and a live scene from the studio were shown Mr. McLean on both the 450 and 1050 line systems. The "increase in entertainment value of the 1050 line picture was most marked," he reported. All transmissions were sent over wire circuits. Mr. McLean stated that the 1050 line systems required a minimum band width over the wire circuits of 12 mc, but a 15 mc band width was preferred.

French experts told Mr. McLean they had made successful transmissions with a carrier frequency of 150 mc which seemed to him to be a "rather low frequency". The French insisted, however, that transmissions on that frequency had been satisfactory.

At studios of RDF, which are situated in a large apartment building about 400 yards from the Eiffel Tower, Mr. McLean found industrious preparations to resume telecasting which was interrupted when Germans destroyed part of the equipment, including the Eiffel Tower transmitter.

Mr. McLean got "contradictory replies" when he asked about RDF's intentions to resume transmissions. Some RDF personnel guessed the operation would begin by Christmas; others were less optimistic. Mr. McLean's own conclusions were that television, if it were resumed within two years, would "surely start up on 450 line transmissions and that although the 1050 line transmissions are well ahead, they are not yet ready to be put into service."

During the occupation, the Germans transmitted pictures for troop hospitals from the RDF installation, Mr. McLean reported. The Eiffel Tower transmitter was "in some way tied up with the German air warning system," he said. He thinks the transmitter was used to jam Allied signals.

Busy Signal

CKSF Cornwall, Ont., had a record-breaking response when it broadcast the local Kiwanis Club's first radio auction in late November. A total of 2,496 calls were received at the local telephone exchange. Although 10 special telephones had been installed at CKSF studios, approximately 1,000 calls could not reach the station. In a single hour, 687 calls were received—more than one a minute for the 10 operators. Local and national clients contributed 287 articles for auction, and every one was sold. In addition, nearly $1,000 cash was donated to the Kiwanis Club.

Norton Elected

A. WARREN NORTON, president of Press Wireless, New York, was elected president of Press Wireless Manufacturing Corp., New York, newly-formed subsidiary of Press Wireless, at a meeting of the corporation's directors Dec. 1. Ray H. de Pasquale, director of manufacturing for Press Wireless, was elected vice-president of the corporation, whose formation is expected to facilitate expansion of growing manufacturing activities of Press Wireless. Main executive and sales offices will be at 1475 Broadway, New York. Manufacturing plants are on Long Island.

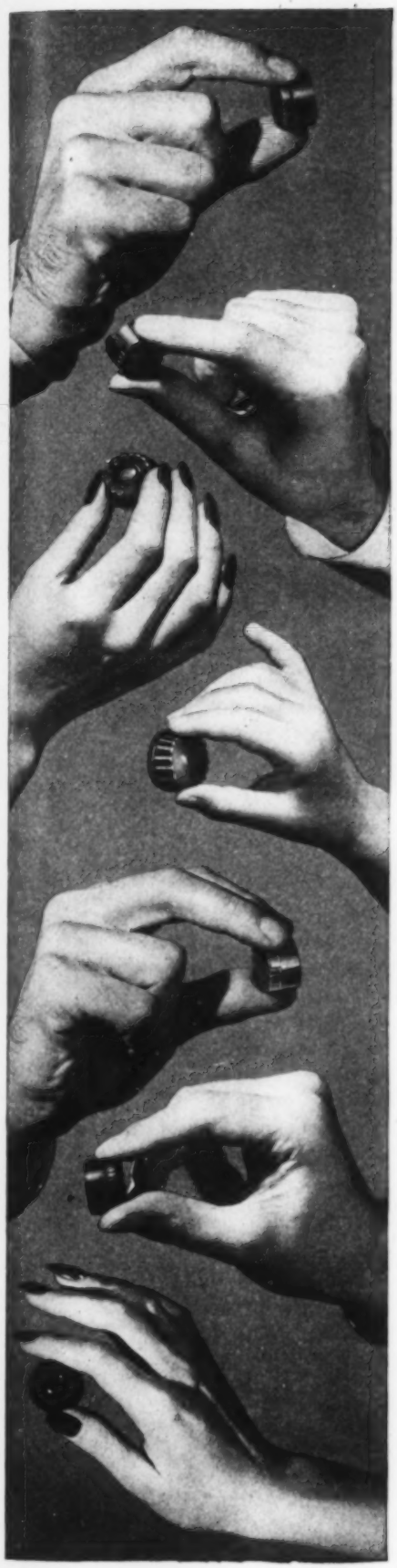
Three in ETO

WWRL Woodside, L. I., is represented in the radio and entertainment department of the armed forces in ETO by three of its staff members: Ralph Kisch, former announcer, now with Radio-Frankfurt; Hal Graves, announcer, now with AFN, and Max H. Wessels, of station's sales and program department, now touring ETO with a camp show unit of "Up in Central Park".

At its opening twenty years ago, WIBW was dedicated to the service of American agriculture . . . to farmers, stockmen, and small town residents whose livelihood revolved around the production and distribution of farm products.

Unwavering adherence to this policy has won us millions of staunch friends and eager listeners throughout Kansas and adjoining states. Because they appreciate our sincere services in their interests, they are quick to follow the purchasing suggestions of WIBW advertisers. Can you use such wholehearted buying response?

WIBW in TOPEKA "The Voice of Kansas"
COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY
General Manager
WIBW, Topeka KCKN, Kansas City
REPRESENTED BY CAPPER PUBLICATIONS INC NEW YORK CHICAGO, KANSAS CITY, SAN FRANCISCO



How We Made These

Fickle Fingers Faithful

We are in love with these fingers.

When we were younger, we'd never know, from one hour to the next, whether the object of our affections would reciprocate—or switch us off.

But things are different now. In the mornings, every weekday, and on Sunday afternoons, for instance, these fingers are throwing the other boys over for us.

Oh, how they love to tune in the morning!

More and more fingers are twisting their radio knobs from other network stations to ours in the morning—and not twisting away again!

Two weeks after we put on a special promotion drive, the average ratings of all our morning shows were the highest of the four networks.

This is no shipboard romance. Right now— 10 months after we promoted our morning shows—their average ratings are still higher than those of other networks.

Somewhat the same thing happened on Sunday afternoon. Special promotions induced millions of new listeners to sample our fare, and they stayed with us. Ratings climbed for *all* programs—and today they're still up!

Why are they so true to us?

First, because ABC programs are getting so much better that folks *prefer* to be faithful.

Second, because we tell people to be faithful! Instead of putting all our advertising and promotion weight behind single, disconnected programs, we promote whole "blocks" of contiguous programs. And time after time *results* prove that this sort of promotion pays off.

22,000,000 jingling pockets

Now ABC offers you the greatest network opportunity in America. 22,000,000 ABC families, with 92% of the nation's spendable income jingling in their pockets, will hear your message at a surprisingly reasonable cost. In fact, if you'll compare actual rates, you'll find that Network X costs 43.7% more than ABC per evening half-hour, while Network Y costs 28.7% more!*

**Night-time coverage. This figure continues to climb with steadily improving station facilities.*

7 reasons why ABC...

American Broadcasting Company

is attracting America's Leading Advertisers

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour, Network Y costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES**...who have 92% of the nation's spendable income.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** which builds bigger, more loyal audiences.
5. **GOOD WILL** through public service programs that give an unbiased, complete picture of vital issues.
6. **ENTHUSIASTIC COOPERATION** of the 194 member stations for the benefit of advertisers.
7. **PRACTICAL TELEVISION**—program building on an economical basis.

American Broadcasting Company

Farm Survey Basis of Freedom Debate

Willard, Kaye Use FCC Document Against Durr, Benson

(See Other Story This Issue)

FREEDOM of radio was freely debated last Tuesday night on the MBS *American Forum of the Air*, with two broadcasting protagonists using the FCC's own farm survey report [BROADCASTING, Dec. 3] to answer charges that radio isn't sufficiently free and isn't satisfactory to farmers.

With Theodore Granik as moderator, the *Forum* pitted A. D. Willard Jr., NAB executive vice-president, and Sydney M. Kaye, Broadcast Music Inc. general counsel, against FCC Commissioner Clifford J. Durr and Elmer A. Benson, chairman, Executive Council, National Citizens Political Action Committee. Broadcast originated from the St. Paul Auditorium as guest of the Women's Institute.

During the free-for-all oratory over the extent of radio's freedom Mr. Benson pointed out that the farmers, 18% of the population, get only 9% of the national income. He said farmers lack proportionate right to tell their political and economic story on the air.

Cites Satisfaction

Mr. Willard jumped into that opening by referring to the FCC's farm survey, which he felt was slanted against radio. He cited the high regard farmers have for broadcasting as a source of news and information and as a source of entertainment and company, along with their expressed satisfaction with the programs they hear.

After Commissioner Durr had quickly shifted the discussion into the number of writers, actors and musicians employed by stations—which Mr. Kaye reminded did not include those hired by sponsors—Mr. Benson told of a survey by the National Council of Farm Cooperatives. This survey, he said, showed that 57% felt clear-channel stations did not carry satisfactory farm programs, 43% said there were too few agricultural information programs, and 48% said commercial programs were crowding farm programs into less desirable listening time.

Mr. Kaye said these figures were in conflict with the FCC's own findings, and with listening habits of the farmer, adding that the FCC found the farmer has no complaint with broadcast service.

Commissioner Durr voiced his oft-expressed criticism of daytime serials, and said the FCC survey ranks serials seventh among women, 16th among men, yet the farmers said it was the program they liked least. He argued the people are not getting what they want when serials occupy so much time on the air.

Quote Survey

When the debaters couldn't agree on serials, Mr. Willard quoted from the FCC survey to show that serials stand second only to news in the list of programs both farm and rural non-farm women would miss most if their radios failed them.

Mr. Benson, discussing freedom of the air, said broadcasters should not have the right to determine what types of programs should go on the air, to the exclusion of the Government. Mr. Kaye asked if he would like the Government to dictate programming, Mr. Benson replying that the Government is the most democratic organization in this country and not private industry.

Mr. Willard said freedom will vanish if the Government experiments with freedom of speech by getting a toehold on the press or radio.

A serious problem was seen by Commissioner Durr in what he called a concentration of broadcast revenue sources. Mr. Willard pointed out that there are 800 individual ownerships in the 900-station broadcast station structure and that he knew of no network company that had fewer than 100 advertisers, with the average station having 100 to 125 advertisers.

Monopoly Fears

Worrying Mr. Benson was his fear that a handful of men in a dozen or fewer advertising agencies could control most of the choice network time. He called this private censorship but Mr. Willard countered that it really is public censorship because every station, agency, or advertiser is completely dependent on the goodwill of the public, to which it is trying to sell merchandise and which it is trying to please with its programs.

When Mr. Durr contended that a heavy share of broadcast revenue is national, with danger of concentration, Mr. Kaye explained that network broadcasting is a national medium attracting national advertisers who can afford expensive artists.

The old favorite about the air belonging to the people haunted Commissioner Durr and Mr. Benson, the latter worrying lest broadcasters claim the right to deprive people of air. Mr. Kaye explained that nobody owns the air, broadcasting merely being the creation of a wave in the air, such as shouting or shining a light beam. Regu-

(*Continued on page 48*)

KTBC* AUSTIN TEXAS

Announces the Appointment of

TAYLOR-HOWE-SNOWDEN
Radio Sales

AS NATIONAL REPRESENTATIVE
Effective Dec. 1st, 1945

affiliated with
Columbia Broadcasting System

590 Kc.
*5,000 Watts Day
*1,000 Watts Night

*Permission granted by F.C.C.
Now under construction

"This is the Beginning of the End"

First in Peace

Station KGW's newest morale-building, public service program, which takes its name from the sign greeting returned veterans at the Portland Air Base Separation Center, is the answer to widespread interest in the processes of discharging military personnel. Once a week on-the-spot interviews with Oregon veterans of the Fourth Air Force take listeners through the twelve divisions of the Center from record checking to chapel termination ceremonies. This timely, popular program is produced and conducted by Frank Coffin, KGW chief announcer, assisted by Ted Hallock, veteran of 30 missions over Germany as a bombardier.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

MICRO-TEL RELAY

Television's first MICROWAVE link

GENERAL ELECTRIC'S Micro-Tel relay—first 2000-megacycle radio relay in history—heralds a new era in network operation that will bring television and FM to more people at less cost.

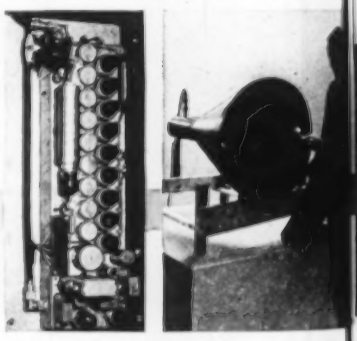
○ This simple relay, which eliminates connecting wire lines and costly right-of-ways, consists of a low-power microwave FM transmitter, a microwave FM receiver, *and a highly directional transmitting and receiving antenna system which gives each watt of transmitter power the effectiveness of approximately one million watts.* The system is simple, economical and provides unattended operation.

○ Today, General Electric is testing a Micro-Tel link between the studio and transmitter of its great television station WRGB in Schenectady —a distance of 12½ airline miles.

Soon, the world's first television microwave relay — equipped by G. E. and operated by the International Business Machines Corp. — will be added. This relay will extend to New York, Philadelphia, Baltimore, and Washington. Additional links will follow . . . for television programs, full fidelity channels for network broadcasting, facsimile channels, and multiple business machine channels — simultaneously in both directions.

○ Further expansion of this network and the establishment of others will bring television, broadcasting, and business machine services to smaller communities.

● Whether your requirements are for Micro-Tel relays, complete television broadcast stations, or Intra-Tel systems, look to General Electric for your equipment. Plan now to visit Schenectady to study G-E broadcast facilities. Wednesdays and Fridays are "open house" days. Write for the folder "How to Get To Schenectady," or ask your G-E broadcast equipment representative to help you plan your visit. *Electronics Dept., General Electric Company, Schenectady 5, N. Y.*



Receiving antenna and receiver for General Electric experimental Micro-Tel link in Schenectady. Note extreme simplicity of installation. The horn type antenna is only 2 feet in diameter.

Authentic Guide to Television Programming

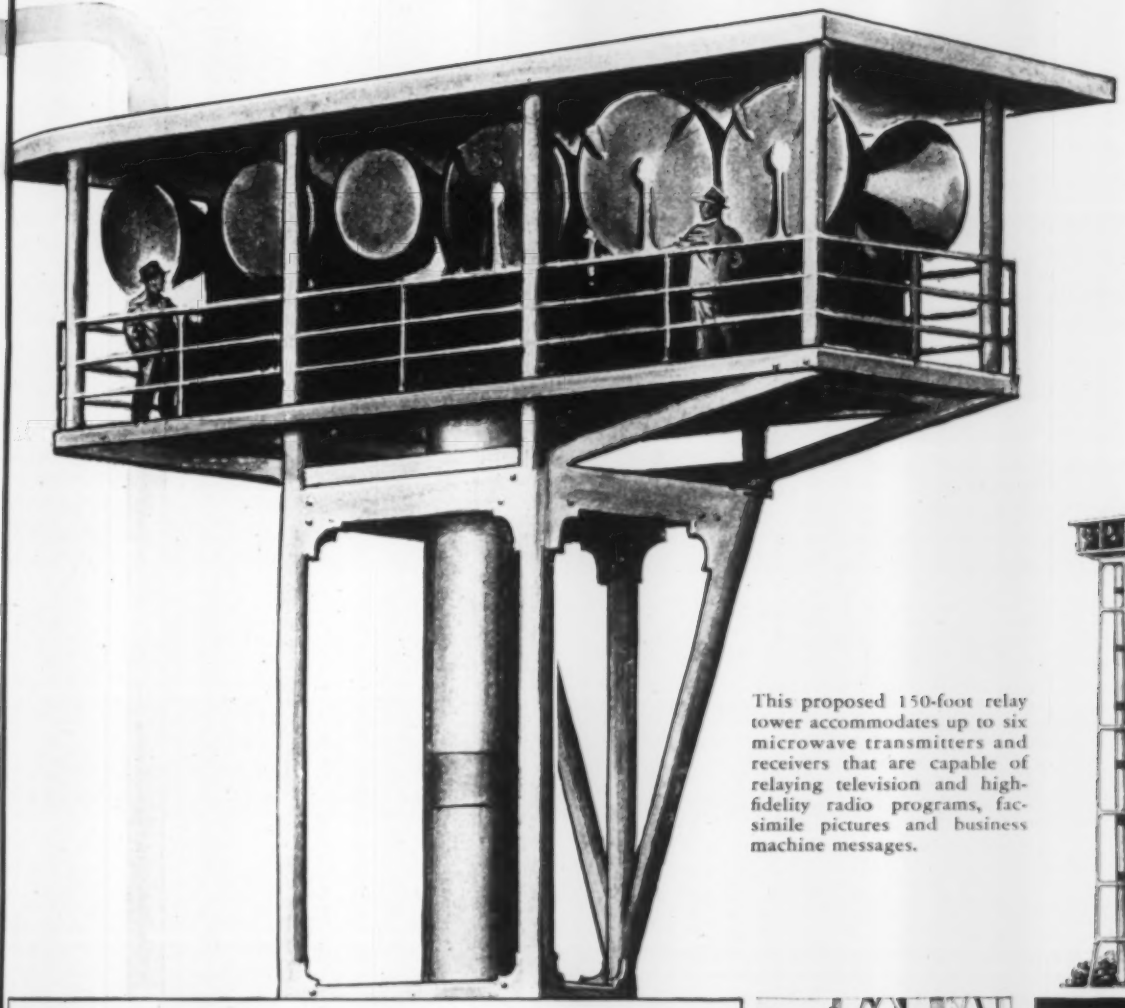
Write for the new book "Television Show Business," by Judy Dupuy. Published by General Electric. $2.50 per copy. Address: Electronics Department, General Electric Company, Schenectady 5, N. Y.

For earliest possible delivery of your broadcast equipment, place your order *now*.

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

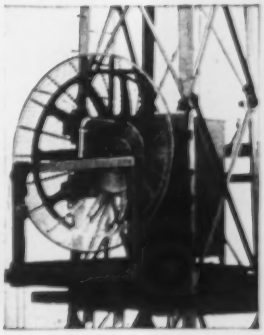
GENERAL ELECTRIC

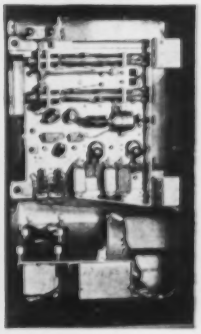
156-D3-6912



This proposed 150-foot relay tower accommodates up to six microwave transmitters and receivers that are capable of relaying television and high-fidelity radio programs, facsimile pictures and business machine messages.

The G-E microwave television link. With the Micro-Tel relay, G.E. contributes another major development in television and broadcasting.





Micro-Tel link transmitter and antenna with highly directional reflector atop mast at WRGB. This system gives each transmitted watt of output the effectiveness of approximately 1,000 watts.

G-E Lighthouse tubes make television microwave relaying possible. For maximum station dependability and performance, use G-E electronic tubes.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

AM • TELEVISION • FM

See G.E. for all three!

Survey Debate

(Continued from page 44)

lation is necessary, he said, to avoid interference.'

When Mr. Benson said this country has more political democracy and less economic democracy because it has better understanding in the political field, Mr. Willard suggested he could thank radio for that political understanding. Mr. Kaye added that this country has the best informed and most independent public in the world, largely due to its private radio system.

Mr. Durr agreed, but said he was quarreling with radio as predominantly an advertising medium of big business and urged diversity in control of programs and sources of revenue. He voiced concern over the fact that 70% of FM applications come from existing standard broadcasters, with 40% of all applicants being newspapers and only 14% newcomers in the FM field applying for stations who are not newspapers.

How would you force people to apply for an FM station if they didn't want to, Mr. Willard asked. He cited public service programs in St. Paul last week—225 hours of news, information and cultural and religious programs on six stations.

'Radio Is One Great Hope of World,' Stassen Tells St. Paul Women's Meet

WITH CAPT. Harold Stassen, Mary Margaret McBride, Samuel Gale of General Mills, Commissioner Clifford J. Durr and A. D. Jess Willard of NAB as principal speakers, the Women's Institute of St. Paul last Tuesday presented a tribute to radio in celebration of its 25th anniversary before an audience of 15,000 in St. Paul's city auditorium.

Introduced by Mrs. F. K. Weyerhaeuser, general chairman of the Institute, Dorothy Lewis, coordinator listener activity, NAB served as chairman of the two sessions held in the afternoon and evening.

Workshop Drama

The audience, comprised largely of matrons, applauded enthusiastically the dramatization by the radio workshop, U. of Minnesota of "Twenty Five Years of Broadcasting in the Northwest" and wept as Miss McBride described the suffering of people witnessed during recent European tour. Miss McBride made an eloquent plea that the human race raise itself above level of ants to achieve better understanding for sake of its own existence.

Twin City Stations KSTP WTCN WCCO KUOM WLOL WMIN joined with five major networks in bringing examples of radio entertainment before the audience. Talks by Francis Farmer Wilder of CBS, Mr. Willard, Mr. Gale and cast of *Club Matinee* highlighted afternoon session. Mr. Gale said: "Responsibilities of radio sponsors go beyond interest in selling effectiveness of commercial messages. General Mills' policy, recently formulated after 21 years of broadcasting, is to render maximum public service and to expand markets for benefit of the producer rather than to take business from competitors."

At evening session Capt. Stassen declared radio is one great hope of a world seeking to live in peace. A free radio for all the world, Capt. Stassen said, will eliminate distrust, prejudices and existing ignorances between all people.

MBS *American Forum of the Air* originated from the evening meeting (see separate story page 44).

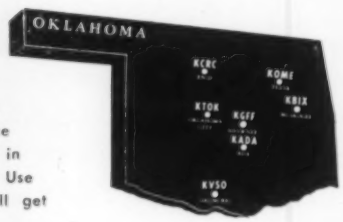
Other programs originating from St. Paul included sustaining CBS *Behind the Scenes* and *Those Websters*, Dr. Frank Black, guest conductor of KTCN concert orchestra; addresses by E. L. Hayek, KATE, director 11th NAB district, and Esther Van Wagoner Tufty, WWDC Washington.

THE TRUTH
YOU'VE PROBABLY
OVERLOOKED . . .

CONCERNING

OKLAHOMA NETWORK

Did you know that you can use 7 top market stations for approximately HALF THE COST of any two of Oklahoma's highest-powered stations? Yes, the OKLAHOMA NETWORK reaches a BIG segment of Oklahoma's buying power . . . more audience at a lower cost! The OKLAHOMA NETWORK Stations have DOMINANCE in their markets—most of them ALL OF THE TIME! Use all 7 stations . . . or as few as three, and still get the network rate!
One Contract—One Contact—One Statement!



AMERICAN BROADCASTING CO., INC., AFFILIATES IN OKLAHOMA

•

ROBERT D. ENOCH
MANAGING DIRECTOR
APCO TOWER, OKLAHOMA CITY 2, OKLA.

KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore

Microscope Men Meet

DR. JAMES HILLIER, RCA laboratory scientist, described the magnifying of a particle of atomic structure to a size 180,000 times greater than the original specimen, before members of the Electron Microscope Society of America, meeting at Princeton University Nov. 30-Dec. 1. Perry C. Smith, RCA Victor Division design engineer, presented a paper describing the electron microscope accessories which will be built by his company.

HEALTH BY RADIO

WSAV V-D and TB Campaign Termed Successful

"RADIO PROVED its worth" in the recent health campaign in Savannah, according to Dr. Clair Henderson, director of Savannah-Chatham County Health Dept., after a broadcast on WSAV. In order to "reach the masses", public health officers secured a minimum of six transcribed spots daily on WSAV, supplemented by quarter-hour transcribed programs by the U. S. Public Health Service, and a round-table discussion on tuberculosis and venereal diseases.

Response was highly successful in the campaign to get the public to have blood tests and X-rays, said Dr. Henderson. Approximately 75,000 persons were X-rayed and had blood tests, in response to the suggestions on WSAV. It is expected that the radio campaign by the Public Health Service may spread to other cities, following the successful reaction in Savannah.

Business Leaders plan for *Louisville!*

☆ The Reynolds Metals Co. *plans . . .*

BEFORE the war The Reynolds Metals Company operated three plants in Louisville, employing 1,300 people. These plants produced aluminum foil and the powder and paste used for the production of aluminum paint.

Foreseeing that it would be a light metals war, on our own resources we entered the aluminum production field which until that time had been controlled by one company. By the time of Pearl Harbor we were producing aluminum.

During the war we expanded our facilities in Louisville by adding seven new plants, making a total of ten. At the peak of war production approximately 5,200 were employed in these ten Reynolds plants.

An important contribution which came out of Reynolds war production was the prefabrication of aircraft parts. This was innovated at a time when both aluminum and shipping space were very critical.

With the present plants, equipment and personnel, the company is prepared to go right ahead into the production of aluminum products for peacetime consumption. Reynolds has had engineers working nearly a year in preparation for the postwar period.

These products consist not only of aluminum in its various forms as a raw material for the manufacture of freight cars, automobile, truck and bus bodies, architectural, textile and other machinery; but also finished products such as furniture, kitchen cabinets, deep-freeze locker containers and the long-awaited kitchen utensils as well as other items not yet ready to be made public.

Already most of these plants are employing as many or more people than at the war peak. It is expected in the early future that with Louisville as an aluminum center all of these Reynolds plants will be employing more than during the war peak.

R. S. REYNOLDS, *President*

☆ The Sutcliffe Company *plans . . .*

IN APPRAISING Louisville's future, I am of the opinion after a very close study that this city is facing its greatest opportunity for advancement. We have capable leadership in our business life that will take complete advantage of this opportunity, and great things will be heard from Louisville in the future.

It is because of this conviction that our company plans an ambitious expansion program. Our wholly owned subsidiary, Bourne & Bond, will be moved to a new location in the heart of the city at No. 307-309 W. Walnut Street in a building which affords us 11,000 additional square feet of floor space. Our expansion plan provides for an expenditure of $75,000 for structural changes, installation of a complete air conditioning and heating system, modern automatic elevators, latest store equipment, and when finished, I believe our store will be a model of its kind.

In order to staff our new store, we will have to employ many more employees than at present.

As you know, our company represents in this section all nationally advertised brands in the field of guns, fishing tackle, golf, tennis, baseball, football, basketball, toys and games; and our one thought is to have a complete showing in all these lines.

GEORGE BUECHEL, *President*

No. 9 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS

KANSAS CITY
IS A
K
O
Z
Y
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

MANAGEMENT

MARK F. ETHRIDGE, publisher of the Louisville Courier-Journal & Times, operators of WHAS, returned to Washington last week after observing national elections in the Balkans as special State Dept. envoy. Upon his findings may depend eventual decision of U. S. to give or withhold diplomatic recognition of governments arising from Balkan elections.

W. T. CRUICKSHANK, manager of CKNX Wingham, Ont., has been appointed publicity chairman of the 1946 International Plowing Match to be held in Huron County, Ont., next October. This will be the first international plowing match since 1941 and is expected to attract farmers from all parts of North America and some 200,000 spectators.

FANNEY NEYMAN LITVIN, FCC principal attorney, is in Garfield Hospital, Washington, recuperating from surgery recently performed. Her husband, Dr. Philip Litvin, a major in the Medical Corps, now is on terminal leave and shortly is to retire from Army service.

OFF CAME their coats as Frank M. Stanton, CBS vice-president and general manager, and J. Kelly Smith, station relations director, spoke informally to CBS affiliates in a meeting at New Orleans. Present were, from left, Wilson Cobb, WMAZ Macon, Ga.; Frank Gaither, WGST Atlanta; F. C. Sowell, WLAC Nashville, Tenn.; Earl Winger, WDOD Chattanooga; W. H. Summerville, WWL New Orleans, CBS advisory council; Messrs. Smith and Stanton; John M. Rivers, WCSC Charleston, S. C., CBS advisory council; Hoyt B. Wooten (top of head), WREC Memphis; C. H. Crutchfield, WBT Charlotte; Thad Holt, WAPI Birmingham; Frank Crowther, WMAZ; Tom Holbrook, WWL. Sessions were held for two days.

GENE WILLIAMS, manager of KPRO Riverside, Cal., has returned to his desk after recovery from heart attack in late August.

W. T. KEMP, formerly in sales department of Morten Milling Co., division of Tex-O-Kan Flour Mills, Dallas, is now assistant to **W. J. HARPOLE**, principal owner and operator of KVOP Plainview, Tex. He was discharged from Army several months ago.

KENYON BROWN, general manager of KOMA Oklahoma City, arrived in Washington last week for conferences with FCC officials. KOMA was granted construction permit last month to increase power from 5 kw to 50 kw. Station previously had received an FM grant.

JAMES D. SHOUSE, vice-president of the Crosley Corp., Cincinnati, in charge of broadcasting (WLW), has been appointed a member of advisory committee for second annual Conference on Radio and Business to be held next spring under sponsorship of College of City of New York.

LT. COL. LESTER LINDOW, former manager of WFBM Indianapolis, has returned to this country after 14 months in ETO. He has been deputy public relations officer in the Berlin area since occupation and will report to Radio Branch, Army Bureau of Public Relations, after a 45-day furlough.

WILLIAM O'NEIL, president and general manager of WJW Cleveland, has been appointed director of radio activities committee for 1946 March of Dimes campaign.

LEWIS ALLEN WEISS, vice-president and general manager, and **WILLET H. BROWN**, vice-president and assistant general manager of Don Lee Broadcasting System, are in Chicago for MBS board of directors meeting. Mr. Weiss will attend New York annual board meeting of Television Broadcasters Assn. before returning to Hollywood headquarters in mid-December.

EDGAR KOBAK, president of Mutual, will address the advertising and selling course of the Advertising Club of New York on Jan. 28, a postponement from Dec. 3 made necessary because he had to be in Chicago on that date for Mutual board meeting.

Book Preview

HIGHLIGHTS from the foreword of Capt. Harry Butcher's book, "My Three Years With Eisenhower", were dramatized on "Coming Attractions" program on WNEW New York on Dec. 9. Capt. Butcher was formerly CBS vice-president in Washington. Book will be published early next year.

Son Is Married

JOHN VINCENT HOGAN, son of the president of WQXR New York, Dec. 4 married Madeleine Miller in Tulsa, Okla. Younger J. V. Hogan was recently discharged as AAF staff sergeant.

GENERAL MILLS INC. EYES SPORTS FIELD

POSSIBILITY that General Mills Inc. may again enter the sports field on behalf of Wheaties was seen last week as media department of Knox Reeves Adv. Inc., St. Paul, reported it had started a survey of national markets to determine what stations would be available for broadcasts of major and minor league baseball.

Mrs. Elizabeth Reeves, agency president, said stations were being approached on behalf of General Mills, which dropped Wheaties baseball broadcasts in 1941 as result of network war news coverage, but no results of survey were released. A spokesman said no contracts have been signed with stations or baseball clubs, and the entire project was described as "future" and depending "entirely upon costs and time".

General Mills pioneered in sports broadcasts over WCCO Minneapolis in 1933. First year company spent $20,000 for sports coverage on WCCO, WHO Des Moines, and WOC Davenport. In 1937 the company introduced dual sponsorship of sports, splitting budget of $681,000 to make sportscasts one of radio's best revenue sources. When the sportscasts were dropped, Wheaties was in 93 markets.

WEST VIRGINIA Network is offering newspaper version of its "Washington Report" program heard over facilities of the regional net. Column will follow style of Sunday evening series.

COVERING THE

3RD *City* 3RD *Market*

KBIX

MUSKOGEE, OKLAHOMA

The Only Station Covering this Market

From Muskogee . . .

KBIX serves a retail area comprising approximately 250,000 population . . . a wholesale area of over 500,000 population. Annual retail sales of Muskogee alone are over 25 million dollars. Located at the fork of three main rivers, KBIX's market is rich in agriculture, with such products as spinach, peas, beans, cotton, and corn. A top ranking potato market, cattle, and poultry, too—KBIX is the listened-to station in this area!

250 WATTS

1490 KC.

AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

AFFILIATED WITH **AMERICAN BROADCASTING CO., INC., OKLAHOMA NETWORK** AND

RESPONSIBILITY

American Radio is an established responsibility. It offers to voyagers who sail the charted and uncharted seas of expression a beacon by which to steer and achieve.

That American Radio easily excels is a tribute to the free enterprise of a freedom-loving people and their mania for expression. And, most important of all, those who listen shape its pattern. That the manner of American Radio should be AM, FM, Television or of things yet to come, is merely a matter of mechanics.

Fort Industry Company stations have long since accepted the fascinating responsibility of American Radio in a far-reaching broadcasting service to Toledo, Lima and Zanesville in Ohio; Wheeling and Fairmont in West Virginia; Atlanta in Georgia; and Miami in Florida. These cities key important area markets, whose people look to Fort Industry stations for the pattern of broadcasting service which they themselves have shaped.

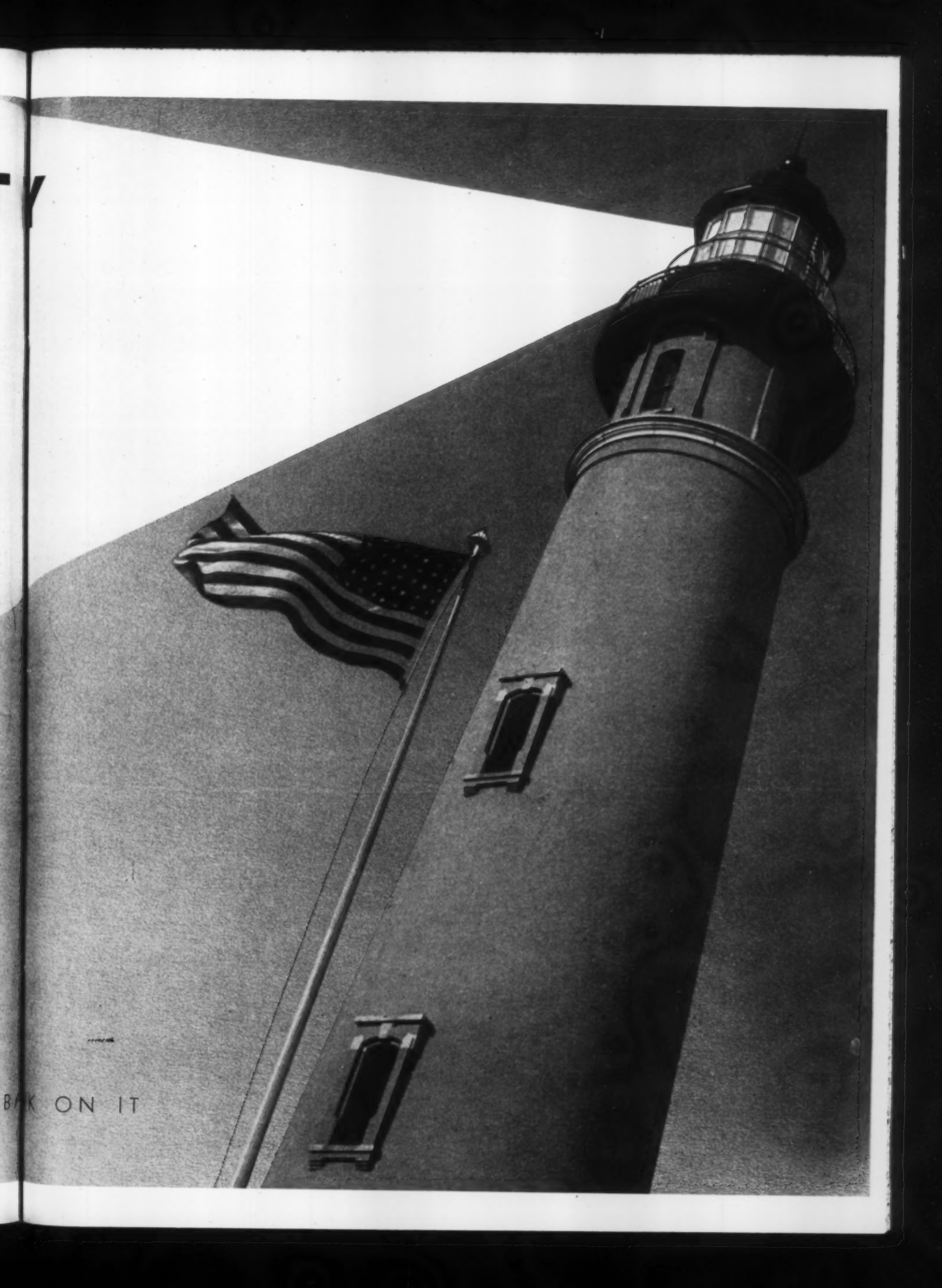
If it's a Fort Industry station, listeners and advertisers bank on it!

THE FORT INDUSTRY COMPANY

WSPD	WGBS	WAGA	WWVA
5,000 Watts and NBC	10,000 Watts and American	5,000 Watts and American	50,000 Watts and American
TOLEDO, OHIO	MIAMI, FLA.	ATLANTA, GA.	WHEELING, WEST VA.

WHIZ	WMMN	WLOK
250 Watts and NBC	5,000 Watts and Columbia	250 Watts and NBC
ZANESVILLE, OHIO	FAIRMONT, WEST VA.	LIMA, OHIO

IF IT'S A FORT INDUSTRY STATION YOU CAN BA


BAK ON IT

Editorial

The People Speak

THAT SURVEY conducted by the Division of Program Surveys of the Bureau of Agricultural Economics, Dept. of Agriculture, and released in summary by the FCC, was entitled, "Attitudes of Rural People Toward Radio Service".

Someone ought to do a piece on the attitude of Government people toward Government surveys.

If you read the FCC release covering the survey [BROADCASTING, Dec. 3] you may have noted, as we did, an attitude or two on your own: an attitude on the part of the release's author, for example, not to believe his own eyes after he had scanned the survey itself.

This attitude was apparent especially in the circuitous attempt that was made in the FCC release to prove that people don't like serial stories because they do. That's not exactly the situation, but after wading through the verbiage one almost arrives at such a puzzling paradox.

The best bet is to get a copy of the survey and forget the summary report. The survey is a workmanlike and intelligent job. The summary report on the survey is workmanlike and intelligent, well enough, but the workmen are applying their intelligence in a different direction.

Is programming bad or is it good? That's what the FCC set out to determine, whether the subject fell within its purview or not. The survey established what broadcasters have been saying all along—that programming must be good, or the people would reject it. The survey, we state, established this. But the SUMMARY on the survey, released by the FCC, contends that people have no basis of comparison—leaving the strong implication, consequently, that the interviewee wouldn't know a good thing if he saw it, because he never had seen it.

In one place, the SUMMARY on the survey states: "Most rural listeners seem to take radio programming for granted."

Not that this is an unusual circumstance, since most Americans take everything from Government agencies to streamlined airplanes for granted, but it is unique that no such editorial comment is made in the survey itself.

The FCC release observes that rural listeners "are not inclined to think of themselves as being in a position of judgment regarding the kind of programs that should be on the air". This virtue, commended to the attention of some in our Government who are more sensitive to their own critical qualifications, belies itself—for the survey itself establishes that most rural people like American radio. Since that is the case, they listen to it because they like it—and not because they find it deficient.

In other words, you don't go to the theater to shake hands with the usher.

There was evident throughout the preparation for this survey an endeavor on the part of FCC representatives to draft questions of the you-don't-like-American-radio, do-you? order. Such a question was that ringer, "What kind of programs on the radio don't you care anything about? Why don't you care for that?"

But despite that, the Bureau of Agricultural Economics—which conducted a fair and laudable survey and reported it honestly—found that rural people do like American radio.

The endorsement implicit in the survey is tempered, to say the least, in the FCC release. Whether this is by design, and for a purpose not yet clear, has not emerged. At all events, it is refreshing to note that America's rural dwellers—"who are not inclined to think of themselves as being in a position of judgment regarding the kinds of programs that should be on the air"—do have sufficient judgment to inspire the following comment (taken from the survey): "A majority of rural radio owners—have no feeling that present radio programming is inadequate".

It's a hard pill to swallow for those in high places who have been telling the people that listeners don't like American radio—to be rebutted by the people themselves, who righteously say they do.

Worth Supporting

PRESIDENT TRUMAN certainly didn't have radio in mind when he made his proposal for settling major labor disputes. Nevertheless, his proposal would prove of great benefit to the public, and to radio. It warrants radio's unstinting support, because it follows true democratic and typically American processes.

In brief, the President would let labor unions and employers fight it out, no holds barred and may the best man win, when the fight would not affect the public interest to any great degree. If the public interest were seriously affected, however, labor and management would have to submit their controversy to a Federal fact-finding panel before labor could strike. The panel would make public the facts and let public opinion force a settlement on the basis of those facts.

In terms of broadcasting, a Jimmy Petrillo no longer could deprive a network and all its affiliated stations of musicians without warning—or without stating his case to the Government and the public. On the other hand, the Government would not be meddling into every little local labor dispute when the parties felt it would be better for them to fight it out on their home grounds.

That Congress is weary of labor-management wrangling was evident in bills introduced last week. Rep. McCormack (D-Mass.), Majority Leader, promised to call up this week the Norton Bill (HR-4908) which gives the President what he seeks. Similar legislation was introduced in the Senate. The President's message specifically covered communications, which, of course, embraces broadcasting, as a critical industry.

The President's proposal is far from a complete answer to the country's labor problems. The Wagner Act—which already has become unglued in vital places—needs fixing. Labor's total exemption from the anti-trust laws requires review and legislative realignment. More lively labor committees in Congress, less union-dominated and less politically conscious, could be performing the service expected of them by making the legislative shoe fit.

But President Truman has taken a long step toward solution of the immediate problem which is becoming increasingly vexatious daily—major strikes. For radio, where continuity of public services is the life blood, the Truman plan is admirably suited.

Our Respects To -

ROBERT TAYLOR BARTLEY

WHEN NAB and FM Broadcasters Inc. decided a few weeks ago to merge with both AM and FM handled by one industry trade association, industry ranks were scanned for an NAB FM Department director familiar with all phases of broadcasting.

Inevitably the selection was Bob Bartley, who had been deep in both NAB and FM activities for some years. Mr. Bartley is something of an FM pioneer, having served as executive secretary to John Shepard 3d, Yankee Network president, and later as Yankee vice-president.

The name FM is synonymous with Mr. Shepard, who for years has operated FM outlets in New England. Later Mr. Bartley was secretary-treasurer of American Network, projected FM hookup, and of FM Broadcasters Inc. He resigned all three posts to join NAB in 1943 as Director of War Activities and later Director of Government Relations.

Mr. Bartley now presides over the modernistic office suite the FM Department inherited from FMBI at 1730 I St., N. W., Washington, eight blocks from NAB headquarters. However, he'll soon have to share some of his wide-open spaces (by Washington standards) with NAB overflow as the trade association expands.

Wide-open spaces are an old habit with Mr. Bartley, because he spent the first 23 years of life in assorted Texas spots, among them Ladonia, Bonham, Corsicana, Waco, Dallas and a hundred or two others where he put up briefly in a selling episode. Birthplace was Ladonia (May 28, 1909). He started to school at Bonham and like others who lived some distance away he rode horseback to the school, which provided parking facilities for young equestrians.

At Highland Park High School, Dallas, he played back on the football team, but it was the inglorious role of blocking back. By the time he entered Southern Methodist U. at Dallas he had played enough football, and anyhow the competition was stiff among the Lone Star tossers and their forward-passing gridders.

At SMU he took the business-stenographic course, working odd hours on the books of a local gas appliance firm. After two years at the university, he ran into a good business opening and dropped scholastic pursuits for a run-down filling station that a bank helped him finance.

Business was good, after he got the place organized, and his father got interested, buying another station some blocks away. After six

(*Continued on page 56*)

494 minutes every week—

WWSW's control room log record shows four Pittsburgh department stores reached the metropolitan Pittsburgh audience with 494 minutes of program time for a typical week in 1945. In its program planning, WWSW—the station that believes in balance—rates public service first, for public service is the yardstick of a station's value to its community. Pittsburgh's department stores, shopping centers for this great metropolitan area, work hand in hand with WWSW's public service policy!

Pittsburgh's Only 24 Hour Station

WWSW

WWSW, Inc., Pittsburgh, Pa. Represented by Forjoe and Company

Respects

(*Continued from page 54*)

months the younger Bartley sold out at a nice profit and took over management of his father's station. He sold it two months later, doing nicely on that enterprise.

Knowing the gas appliance business, he took a job with Lone Star Gas Co., selling appliances in towns served by the utility. That utility angle is significant in his career. When sales got tough after the 1929-30-31 market slump he set out for the nation's capital and promptly got a job as executive secretary to the Public Utility Holding Company inquiry conducted by the House Committee on Interstate and Foreign Commerce, serving under Dr. Walter M. W. Splawn, special counsel for the committee.

Out of that investigation came the basis for the Communications Act of 1934, the Securities & Exchange Commission Act and the Western Union-Postal merger. When Dr. Splawn was named an Interstate Commerce Commission member, he took Mr. Bartley along.

When the FCC succeeded the old Radio Commission in 1934, Mr. Bartley was named Director of the Telegraph Division, headed by Commissioner Irvin Stewart. The division system was abolished by the FCC in 1937 and Mr. Bartley moved over to the Securities & Exchange Commission as a securities examiner. Then he got the offer from Mr. Shepard in 1939 and his career has been strictly radio ever since.

Mr. Bartley married Ruth Adams, of Washington, in 1936. They have two children—Jane, 7, and Buck, 4. He is a member of Delta Chi fraternity and University Club. Favorite pastimes are horseback riding and gardening. He is a member of the Christian Church.

Many have known Bob Bartley for years without learning that he is a nephew of Speaker of the House Sam Rayburn.

SURPLUS SALES PLAN IS UP FOR REVISION

REVISION of the system of selling surplus wartime electronic equipment will be considered Tuesday at a meeting of Surplus Property Administration and Reconstruction Finance Corp. officials with Radio Manufacturers Assn.

SPA has formally recommended that the present sales plan, by which 230 electronic manufacturers act as sales agents for RFC [BROADCASTING, Nov. 26], be dropped. As policy-making agency, SPA advised RFC to abandon the plan but Sam H. Husbands, RFC director, withheld action at RMA's request.

Wholesale dumping of electronics surplus by speculators would result if the agency system were dropped, RMA contends. Political pressure is being brought by two syndicates to get large quantities of electronics surplus, RMA says.

SPA took the position that the surplus disposal contracts do not protect adequately the Government's interests in failing to provide direct sales to veterans, states, cities and other subdivisions. The 230 agents work on a cost-plus basis, which some SPA officials contend is illegal.

Leary Retires

AL LEARY, veteran Canadian broadcaster, has retired as general manager and commercial manager of CHUM Toronto [BROADCASTING, Nov. 12] because of heart condition and has gone to La Jolla, Cal., for six months for a complete rest. He has sold most of his interest in CHUM, remaining a director. On returning to Toronto next spring he plans to open a radio advertising agency.

Present to Sibelius

A PHOTOGRAPHIC copy of the original manuscript of "Origin by Fire" was presented by the American Broadcasting Co. to Composer Jan Sibelius on his 80th birthday, Dec. 8. Mr. Sibelius had sent the original work to Breitkopf and Hartel Music Publishers in Leipzig. However when the allied bombing destroyed the plant the manuscript became a war casualty. American Broadcasting Co. discovered that the Boston Symphony Orchestra in 1938 had performed the piece and it had been necessary then to transmit portions of the work from Leipzig by radio photo after the copies of them had been lost in regular shipment. With the assistance of Associated Music Publishers, a complete score has been put together, photographed and sent to the Finnish master.

Television Remotes Planned by CBS

CBS, whose video programming has been largely confined to studio programs, will begin picking up remote programs within the next week or so, starting with basketball games from Madison Square Garden, Ben Feiner, assistant television program director of CBS, said Wednesday at a joint luncheon meeting of the Art Directors Club and the Architectural League of New York. Within 60 to 90 days CBS hopes to have mobile equipment ready for telecasting parades and similar events, he reported.

Reporting on present limitations of television programming imposed by lack of studio space, prewar equipment and the like, Mr. Feiner said many of these problems would be solved within the next few months. He cited the new image orthicon tube as an example of technical progress already made. But it will only be with the advent of large-screen, high definition full color pictures that the art director will really come into his own in video production, Mr. Feiner stated, pointing out that the present black and white pictures on a screen nine by twelve inches make the selection of costumes that blend properly with the setting a matter of minor importance.

Returns to Gillette

BRIG. GEN. WILLIAM A. BARRON Jr. has been elected acting chairman of the board of Gillette Safety Razor Co., Boston, effective Jan. 1. He succeeds S. C. Stampleman as chairman at expiration of the term of office, April 16. Gen. Barron was with Gillette as director before being commissioned in 1942. During the war he was chief of staff of the First Service Command, Boston.

DINNER attended by more than 1,000 people from all over the country was held Dec. 9 at Hotel Commodore, New York, by the radio, music, refrigeration and allied industries division of the Federation of Jewish Philanthropies of New York. Dinner marked opening of division's drive in behalf of federation's current $30,000,000 campaign for building fund and budget needs of its 136 affiliated hospitals and welfare agencies.

WE'RE GOOD AT FORGING SOLID LINKS!

When a station has well-nigh unbreakable ties with many *local advertisers*—that's the tip-off to the station's selling power!

For instance, the Fargo Foundry (of all things, to get results from radio!). Without a break in ten years, WDAY has broadcast Fargo Foundry's program, every week, the year around, to the Red River Valley.

But Fargo Foundry is only one of *eighteen* "locals" who have been with WDAY, steadily, from ten to twenty-three years! Give you any ideas?

WDAY, INC.

N. B. C.

FARGO, N. D.

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

The PACIFIC NORTHWEST means KIRO

SEATTLE TACOMA

The Friendly Station

50,000 Watts

710 KC

CBS

SEATTLE, WASHINGTON

Represented by FREE & PETERS, Inc.

Time Buyers!

CALL ON "Spot" FOR SUGGESTIONS

WEAF	New York
WBZ & WBZA	Boston, Springfield
WGY	Schenectady
KYW	Philadelphia
WRC	Washington
KDKA	Pittsburgh
WTAM	Cleveland
WOWO	Ft. Wayne
WMAQ	Chicago
KOA	Denver
KPO	San Francisco

• Looking for a time buy that's just your dish? Then give your order to "Spot." Of course he may not always be able to serve you the exact time you were eyeing—NBC Spots go too fast for that. But you can count on "Spot" to suggest the best available period in the house—to help you select a buy that will get results—and to show you the way to results you can figure in dollars and cents.

Call on "Spot" today for suggestions on any one or every one of NBC's 11 *sales-leading* stations in 11 *sales-leading* markets. *Sales-leading* because: 1. They broadcast to 55% of the radio homes in the United States. 2. They are in markets where buying power is 34.2% higher than the country's average. 3. They broadcast the finest programs on the air to every corner of these rich markets.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4239

HARTFORD FARMS of HARTFORD, MICHIGAN

THE LARGEST FLOWER BULB GROWERS IN AMERICA

Will enter the retail market in the immediate future, using 100 stations on a 13 to 26 week schedule.

HARTFORD FARMS MERCHANDISE

Has been retailed to the American public by every leading nurseryman in the country. Literally tens of millions of Hartford Farm bulbs have contributed to the exterior and interior beauty of the American home in every state of the union.

HARTFORD FARMS PRICE

Will be consistent with a common sense, direct mail offer; your listeners will not expect an express truck to deliver a ton of landscaping material for $1.00, but what they do expect to receive they will receive.

HARTFORD FARMS GUARANTEE

Will be specified in our advertising order to you as 100% unconditional.

J. C. VAN LIEROP, PRESIDENT OF HARTFORD FARMS, SAYS:

"We're going into the retail business with the same policy we have used for years in our wholesale trade. This policy is simply a matter of giving good service, top quality and an honest guarantee of value received."

FOR MORE DETAILS WRITE, WIRE OR PHONE

THE LEO BOULETTE AGENCY

THREE RIVERS, MICH.

Commercial

GEORGE M. BENSON, Navy lieutenant released last week after 33 months service as radar officer with Pacific fleet, has joined the Mutual sales organization in an executive capacity. Before entering the service he had been eastern sales manager of the Blue network for 18 months and prior to that had served seven years on NBC sales staff.

JAMES F. BROWN, recently released from Army Signal Corps as captain, has joined John E. Pearson Co., Chicago, as salesman. Before entering Army in 1940, he worked as freelance announcer in Chicago, Miami, and New Orleans. In addition to selling, Brown also will handle promotion for station representative firm.

Mr. Brown

RICHARD PHILLIPS, WGN Chicago traffic department employe on military leave, has returned after four years service in Navy.

JACK QUINN, after four years overseas with RCAF, has joined the sales staff of CKMO Vancouver.

MILTON SEROPAN, released from the Merchant Marine, has returned to the sales staff of KPO San Francisco.

BOB BAKER has joined KWG Stockton, Cal., as account executive replacing **LES JACOBSEN**, resigned.

WMFF Plattsburgh, N. Y., has named Joseph Hershey McGillvra Inc. as exclusive national representative.

JAMES FRANCIS DELANEY, released from service as captain and tank commander in Third Army, has joined sales staff of WFAS White Plains, N. Y. He succeeds **GEORGE PLONER**, resigned.

MIKE CASSIDY, account executive at KUTA Salt Lake City, has returned to the station following 14 months service in Army as overseas combat correspondent. He was heard on Mutual "Army Service Forces".

Mr. Cassidy

FORREST H. BLAIR has returned to local sales staff of KOIL Omaha after two years service in Navy. He was in KOIL regional sales office before entering armed forces.

WARD INGRIM, former commercial manager of KFRC San Francisco and for ten years with the Don Lee network, has joined the sales staff of John Blair & Co., Chicago. Ingrim has been a major in Army.

WILLIAM B. FABER, formerly with Headley-Reed Co., New York, and recently discharged from the Army after four years service, rejoined organization on Dec. 3.

CHSJ St. John, New Brunswick, Canada, 1000 w on 1150 kc, has appointed Adam J. Young Jr. Inc., as exclusive national representative in the U. S. effective Jan. 1.

ALLAN CORMACK, released from U. S. Navy special communications service, has returned to CBS Hollywood as traffic manager.

JACK BRUMBACK, San Francisco manager of CBS Radio Sales division, has been elected secretary-treasurer of San Francisco Milline Club.

WPAT Paterson, N. J., has appointed Joseph Hershey McGillvra Inc., New York, as station representative.

PHIL STEITZ, Mutual Chicago network salesman, has joined WBBM Chicago local sales department. Before joining Mutual he was with NBC Spot Sales.

TOM M. RAY, Los Angeles manager of Katz Agency, publishers' and stations' representatives, has resigned to become associated with his father in the automobile agency business. Succeeding him is **S. J. REULMAN**, formerly of Katz Agency Chicago office and for past year manager of W. F. Coleman Co., Los Angeles (publishers' representatives).

POST-HUNT display is proudly made by Ralph Hollars, WWNC Asheville, N. C., salesman, of 181 lb. eight point buck he bagged in area near Asheville.

Cordele, Ga., Celebrates WMJM-MBS Affiliation

IN CELEBRATION of the affiliation of WMJM Cordele, Ga. with Mutual, Nov. 26, advertisers of the city and surrounding county joined in a sponsored special section of the *Cordele Dispatch* proclaiming the event. Six-page paper carried four pages of local ads bordering a week's schedule of the station, in addition to two news pages, devoted mostly to radio news.

Regular edition of paper ran complete story of "M" Day, when station joined Mutual in the Cordelia Hotel.

KORET CO-OP SHOWS START IN FEBRUARY

KORET OF CALIFORNIA, San Francisco, manufacturers of women's sportswear, and their distributors are starting sponsorship of their first venture in big-name talent in a transcribed quarter-hour show titled *Show Stoppers* once a week on 160 stations throughout the country on varying starting dates from Feb. 2 to 9.

Show, packaged by Music Corp. of America, dramatizes events leading up to the moment when the star "stopped the show". Jim Ameche will host the program each week. Stars scheduled to appear include Hildegarde, Eddie Cantor, Jack Benny, Frank Sinatra, Rudy Vallee, Barry Fitzgerald, Bob Burns, Hazel Scott and others. Program also will use nationally known people other than stars of radio, stage and screen, such as boxing champions, famous playwrights, songwriters, etc.

Co-operative show, sponsored dually by Koret of California and its distributors locally, is an open-end transcription designed to allow local commercials in the 160 outlets. Paul Dudley will write and produce *Show Stoppers* in conjunction with Abbott Kimball Co., New York, agency handling the account. Contract is for 26 weeks.

Television Society

FULL MEMBERSHIP meeting of American Television Society will be held Dec. 13 at 8 p.m. at the Barbizon Plaza Hotel, New York City. Guests addressing the group will be: Noran Kersta, NBC television manager, speaking on "Approval of Image-Orthicon Television"; Samuel H. Cuff, general manager of WABD New York, "Use of Film Transcriptions—Actual Live Talent Studio Broadcasting in Television Broadcasting"; Paul Mowery, American director of television, "Latest Program Experiment of American Television"; Bob Emery, director of WOR New York television and president of Television Producers Assn., "The Brownstone Theater and Television."

For Top Availabilities and Prompt, Accurate Service in Omaha

Call WEED & CO.

New York	Chicago	Detroit
Vanderbilt 6-4542	Randolph 7730	Randolph 5382
Boston	**Hollywood**	**San Francisco**
Hubbard 4677	Hillside 8611	Yukon 1899

MUTUAL KBON 1490 OMAHA

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORSHIP!

"EASY ACES"

AMERICA'S FAVORITE HUSBAND AND WIFE!

RADIO'S HILARIOUS COMEDY OF DOMESTIC LIFE

Year after year voted among radio's top comedy teams, EASY ACES is one of radio's great comedy shows. Says Fred Allen, "Goodie Ace is America's greatest wit". Says Frank Fay, "Jane Ace is the best comedienne in the land". Everybody knows them. Everybody loves them. Now for the first time available to local and regional sponsors in a series of transcribed quarter hours.

WRITE FOR AVAILABILITIES

FROM THE HOUSE OF HITS

FREDERIC W. ZIV COMPANY

2436 READING ROAD • CINCINNATI, O.

NEW YORK HOLLYWOOD

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

AGENCIES

NORTON W. MOGGE, Los Angeles manager of J. Walter Thompson Co., and a pioneer in western advertising, has been elected vice-president of the agency. **JOHN A. PRIVETT Jr.**, with Navy release, has rejoined the agency as account service representative. **MARGOT MALLORY**, former fashion copywriter of Stern Bros., New York, has been added as fashion and foods copywriter.

LT. COMDR. LEE RINGER, for past three years assigned to Navy public relations, welfare and recreation duties, now on terminal leave, has returned to the Los Angeles agency bearing his name. He goes on inactive duty in late December.

Lt. Comdr. Ringer

JUNE BEAVAN, formerly of CJVI Victoria, has joined Frontenac Broadcasting Agency, Toronto, as continuity editor.

DAVE McMILLAN has been appointed vice-president and general manager of Grant Advertising of Canada, Toronto.

HARRY MITCHELL, vice-president of J. Walter Thompson Co. who has been in charge of the Detroit office, is being transferred to Chicago with return of **FRED FOY** from military service to his former post of Detroit vice-president. Detroit office of agency will continue to handle the Ford account, but under auspices of agency's New York office instead of Chicago.

MAX G. HOLLAND, discharged after two and a half years in the Army, has returned to Malcolm Howard Adv., Chicago, as account executive. A non-commissioned officer, he was attached to Infantry Headquarters, Third Army, at Nuremberg.

PAUL O. MICHELSON, released from Navy as ensign, has been named copy chief of Knollin Adv., West Coast agency. He will divide time between San Francisco and Los Angeles offices.

HELEN D. HALL, formerly with Research Institute of America, Oakland, Cal., has been appointed account executive by Ad Freed Adv., Oakland. Accounts under her supervision are Hersch Coast Millinery Stores, Crescent Jewelers and Louis-Barton-Foster Insurance Agency.

CECIL HACKETT, radio director of Abbott Kimball Co., New York, is leaving for West Coast in about three weeks to supervise recording of "Show Stoppers", transcribed series to be sponsored by Koret Of California on 160 stations.

NAT A. BENSON, formerly with BBDO New York, has joined the copy staff of Wendell P. Colton Co., New York.

DONALD CALHOUN, former copy writer at McCann-Erickson, New York, and recently discharged from the Navy as ensign, has rejoined agency as a group head in creative department.

WILLIAM BITTEL Jr. and **WILLIAM GRESSLEY**, recently discharged from the Army, have rejoined Kenyon & Eckhardt, New York, as account manager and member of production staff, respectively.

DONALD MAGGINI has been appointed director of motion picture operations for Kenyon & Eckhardt, New York.

CURTIS G. PRATT, recently discharged as a colonel from the Army, has rejoined Young & Rubicam, New York, as vice-president and supervisor of accounts. He entered service in 1942.

RUFUS CHOATE, recently discharged from the Navy, has rejoined Donahue & Coe, New York, as vice-president.

MURRAY BOLEN, West Coast radio director of Compton Adv., Hollywood, has been named as agency vice-president.

CORNWELL JACKSON, Hollywood vice-president of J. Walter Thompson Co., is in New York for three-week home office conference.

NIEL HEARD, account executive of Garfield & Guild, San Francisco, has been shifted to Los Angeles and appointed manager of the agency's office in that city. **J. GAY STEVENS**, acting manager, has been made service director.

JOSEPH CHARBONEU, formerly of The McCarty Co., Los Angeles agency, has joined Robert F. Dennis Inc. as account executive.

RAY CLINTON, with discharge from Coast Guard after two years service, has resumed as production manager of Philip J. Meany Co., Los Angeles agency.

WILLIAM A. WOOD, Signal Corps public relations officer, with release from Army has rejoined Raymond R. Morgan Co., Hollywood, as publicity and public relations director.

FEDERAL ADV., New York, plans to move to new and enlarged offices at 385 Madison Ave., New York, early in 1946.

RUSSELL O'BRIEN, for 13 years assistant advertising manager of National Biscuit Co., has joined account staff of Benton & Bowles, New York.

GEORGE ROMAN, released as chief art director from Tactical Doctrine Training Division of Army Chemical Warfare Service, Edgewood Arsenal, Md., and formerly with Philadelphia Evening Bulletin, has opened The Roman Advertising Agency, 17 E. Saratoga St., Baltimore.

JAMES G. LAMB Co., Philadelphia, has changed name to Lamb, Smith & Kean and moved offices to 1616 Walnut St.

JERROLD C. ARNOLD, former partner in Logan & Arnold, Los Angeles and New York agency, has been appointed vice-president and director of Paul E. Newman Co., Los Angeles. He is one-time manager of Los Angeles office of Beaumont & Hohman and has been in West Coast advertising for 20 years.

Mr. Arnold

CHARLES H. GARDNER, released from Navy as lieutenant commander, has returned to Gardner Adv. Co., St. Louis.

MELVILLE H. SMITH Jr., who has been co-director of agency with Mr. Lamb, and **KENNARD G. KEAN Jr.**, creative staff head, are new principals in firm.

LAURIS K. TISCHLER, advertising manager for J. W. Robinson Dept. store, is now account executive at Jere Bayard & Assoc., Los Angeles. He is assigned to retail and fashion accounts.

HENRY L. SPARKS has been appointed manager of publication media of Young & Rubicam, under **ANTHONY V. B. GEOGHEGAN**, vice-president in charge of media. Sparks has been with Y&R for 15 years, most of time as space buyer in media department. For past year he has been account executive on Swan Soap account.

ROBERT G. SPENCER, recently discharged from Navy and former publicity director for Houbigant Sales Corp., New York, has rejoined company as advertising manager and publicity director.

TOM DENTON, with Navy discharge, has been appointed Hollywood manager of Geyer, Cornell & Newell, New York. He succeeds **MEL WILLIAMSON**, resigned.

ABBOTT KIMBALL Co., New York agency, will establish San Francisco office at 425 Bush St., in January. Agency services account of Koret of California, San Francisco (women's apparel designers).

DONALD BARR, formerly vice-president of Birds Eye-Snider Inc., in charge of marketing, joins Young & Rubicam Inc., in an executive post Jan. 4. He will be headquartered in the Hollywood office.

LEE JACOBI, former public relations manager of Seattle Chamber of Commerce, has joined staff of Mac Wilkins, Cole & Weber, Seattle.

CAPT. STEPHEN E. GEGUS returned after three and a half years service with armed forces has joined Friend-Sloane Adv. Co., New York, in an executive capacity.

ARTHUR D. TALBOTT, formerly with the marketing department of BBDO and recently on active service with the Navy, joins Agricultural Advertising & Research Inc., New York, as account executive.

FIELD STAFF OF BMI TO MEET DIRECTORS

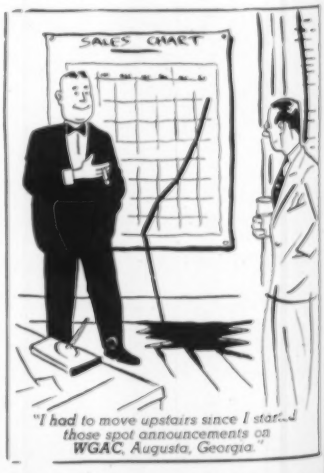
BROADCAST MUSIC Inc. Board of Directors, at its regular meeting will hold additional sessions of conferences with BMI field staff members Dec. 12 in New York City. Following the conferences, the Board, field men and heads of various BMI departments will be guests at a dinner held at the Waldorf-Astoria that evening.

BMI field representatives in New York today (Dec. 10) for their annual conferences are: Roy Harlow, director of station relations; Ralph C. Wentworth, BMI's representative in the South; Glenn R. Dolberg, from West Coast; Al W. Marlin, Central West; Linwood M. Pattee, Middle West, and James L. Cox, eastern representative.

Board meeting, under the chairmanship of J. Harold Ryan, WSPD Toledo, president, will be attended by John Elmer, WCBM Baltimore; Carl Haverlin, MBS; William S. Hedges, NBC; Leonard Kapner, WCAE Pittsburgh; Justin Miller, NAB; Paul Morency, WTIC Hartford; C. W. Meyers, KOIN Portland; J. Leonard Reinsch, WSB Atlanta; Joseph McDonald, American; Frank K. White, CBS.

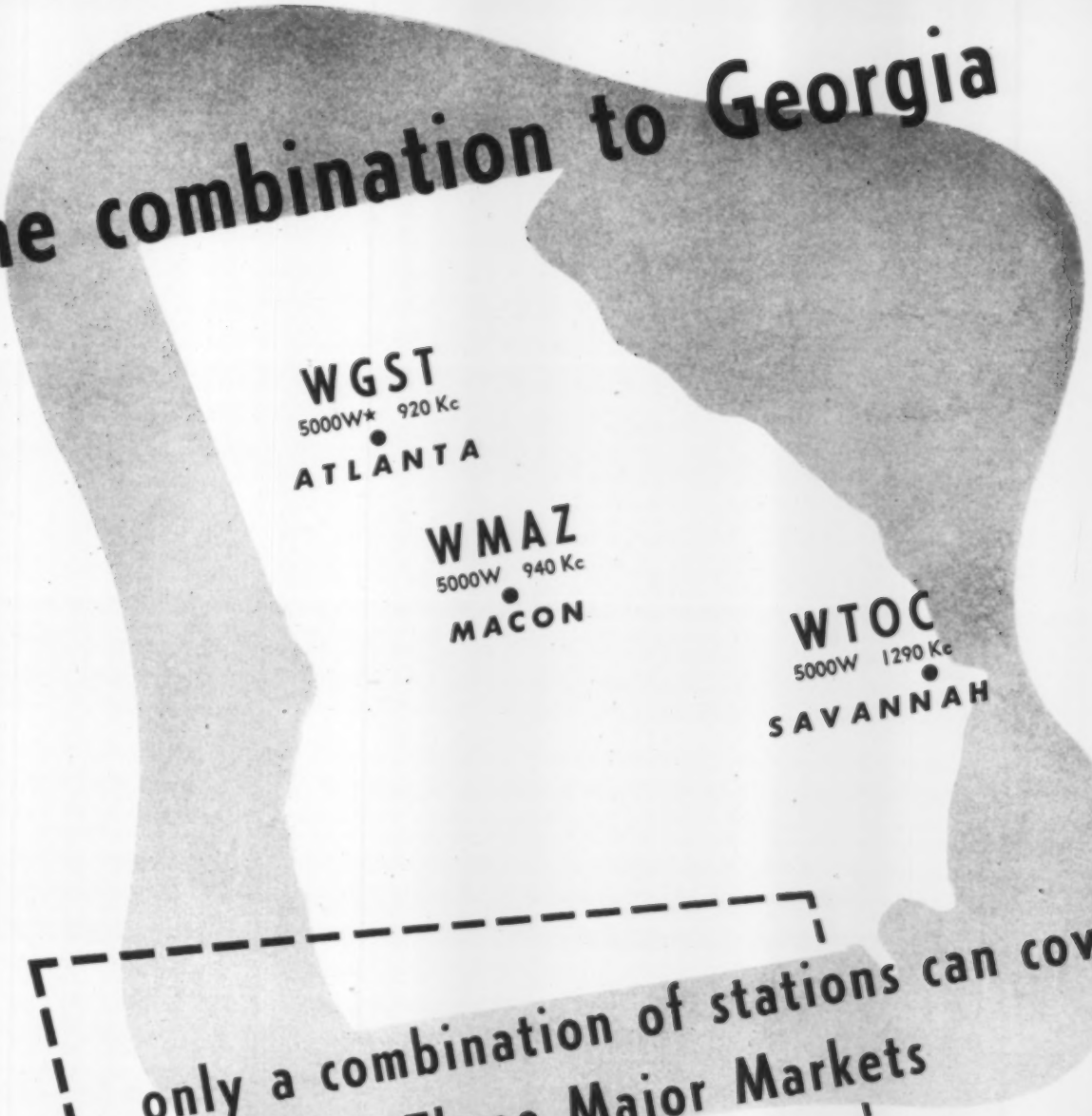
Elgin Show

BOB HOPE and Jack Benny headline talent for fourth annual two-hour Christmas Show sponsored by Elgin National Watch Co. on CBS stations, Dec. 25, Tuesday, 4-6 p.m. (EST). Lineup includes Don Ameche as m.c., Vera Vague, Ginny Simms, Alan Reed, The Charioteers, Arthur Rubenstein. Ken Carpenter is assigned announcer. Louis Silvers is musical director, with Carroll Carroll supervisor of writers. Earl Ebi takes over production for J. Walter Thompson Co., agency servicing account. Broadcast is in conjunction with 40th anniversary of Elgin National Watch Co., and will be shortwaved to overseas servicemen as well as released in this country.



"I had to move upstairs since I started those spot announcements on WGAC, Augusta, Georgia."

the combination to Georgia



only a combination of stations can cover Georgia's Three Major Markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job

—at one low cost

all CBS—available at combination rates

the GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

ALLIED ARTS

MAJ. **EDGAR L. FELIX**, on leave as director of Radio Coverage Reports, has returned to the U. S. after service in Pacific theater as Signal Corps allocations officer. He is on terminal leave until March 5 and is expected to return to his radio survey operations, which have been in suspension during his four years of war service.

HAROLD E. KARLSRUHER, general manager of Reconstruction Finance Division, has been promoted to eastern regional sales manager of Emerson Radio & Phonograph Corp., New York.

PHILIP WAGNER has been appointed advertising and sales promotion manager for Zenith Radio Corp. in area of New York and New Jersey. **RALPH O. MOREL** is new radio sales manager for New York and similar post in New Jersey, is assigned **JAMES F. McLAUGHLIN. H. E. SWEENEY** becomes parts and service manager in New Jersey. All have been with firm for several years.

RUDY TOLMAY, after three years with Marine Corps, returns to his former position as Columbia Recording Corp. district manager for Philadelphia and Baltimore territories.

ASSOCIATED Music Publishers Inc., New York, has extended music licensing agreements with KDTH KFAB KFOX KJBS KLPM KOIL KTEM WABY WALB WBCM WDNC WHAS WHDH WJAR.

L. A. WHEELOCK, central division manager of equipment tube sales for Sylvania Electric Products, has added duties as western manager, supervising equipment tube sales activities for mid-west and far western territories.

JUSTIN J. CALLAHAN, broadcast and communications sales engineer now with Federal Telephone & Radio Corp., Newark, is father of a boy born Nov. 26.

COL. ROBERT H. FREEMAN, recently released from AAF and prior to his Army career chief engineer of the radio division of International Telephone & Telegraph Corp., has been appointed sales manager of pulse time modulation radio equipment and systems of Federal Telephone & Radio Corp., an IT&T affiliate. PTM system is a radio technique by which multiple telephone conversations or radio or television programs can be transmitted simultaneously over same radio frequency.

JOSEPH M. GOLDSEN, formerly research director of Nejelski & Co., New York, management counseling firm, has been elected vice-president in charge of operations of company. **DR. JOHN R. P. FRENCH Jr.**, formerly in charge of personnel research at Harwood Manufacturing Co., Marion, Va., has joined Nejelski & Co. to direct training programs. Company has moved to 162 East 38th Street, New York.

ALLEN A. FUNT RADIO PRODUCTIONS, New York, syndicater of "Funny Money Man", has announced that program will be heard on KINY Juneau and KTKN Kechikan, Alaska, starting this month. Negotiations were made by Northwest Radio Adv., Seattle.

SCHULBERG & RUBINE, Hollywood, has been appointed by Ward Wheelock Co. to handle public relations for "Request Performance", sponsored by Campbell Soup Co. on CBS.

GEORGE C. TANTY, with Crosley Corp. for 14 years as merchandise manager in middle west and Pacific coast areas, has been appointed southwest regional sales manager. **INWOOD SMITH** is new regional sales manager in central district. Working with him will be **PHILIP W. PUGH**, named promotional manager.

NEWS

ROBERT J. McINTOSH, released as captain from active duty with central district Air Technical Service Command Chicago, plans to return to WGRC Louisville upon separation from service. He previously handled play-by-play accounts of Tri-City basketball games. He has been executive officer and chief of press and radio branch, public relations section, ATSC.

ERNIE PEELER has been assigned to daily mid-afternoon newscast on KPRO Riverside, Cal.

WILLIAM B. SEARS returns to KUTA Salt Lake City as special events and sports director. He has been with Knox-Reeves, San Francisco, as radio director. **NELSON HALL**, service veteran, shifts to KUTA as newscaster from KVNU Logan, Utah.

GORDON WILLIAMSON, released from RCAF as flight lieutenant, has returned to CFRN Edmonton as sports editor and commentator.

BILL SLOCUM Jr., special events manager of CBS, is father of a girl born Dec. 1. Mrs. Slocum is former **ANNE GILLIS** of newsrooms of CBS Washington and NBC New York.

DOUGLAS EDWARDS, Paris correspondent for CBS, is father of a boy born Dec. 1 in Atlanta.

MILTON CHASE, Far East authority of WLW Cincinnati, Dec. 7 addressed a dinner meeting of American War Dads in Lexington, Ky.

AUSTIN FENGER, news and special events editor of KSFO San Francisco, will be speaker at annual convention of California Cattlemen's Assn. in San Francisco, Dec. 14-15.

WILLIAM L. SHIRER, CBS correspondent covering Nuremberg trials of Nazi war criminals in Germany, concluded his broadcasts from Nuremberg Dec. 9 and is enroute home to this country for Christmas.

TED HUSING and his assistant, **JIMMY DOLAN**, will broadcast the Orange Bowl game between the U. of Miami and Holy Cross on New Year's Day on CBS. Gillette Safety Razor Co., Boston, is the sponsor. Agency is Maxon Inc., New York. It will be Husing's tenth consecutive Orange Bowl broadcast and seventh under Gillette sponsorship.

FRANK La TOURETTE, western division news chief of American, has been named editor of the 1946 edition of the San Francisco Press Club's annual "Scoop".

CLIFFORD EVANS, WLIB New York news commentator, drops his daily news broadcast Jan. 1 to devote full time to his duties as director of news and special events.

MERRILL MUELLER, NBC Pacific and European war correspondent, was guest of honor at a farewell party given at Greenwich, Conn., by the veterans of World War 1 and 2 on Thursday, Dec. 6. Mueller is to leave for London on Dec. 10 to join the NBC news bureau there.

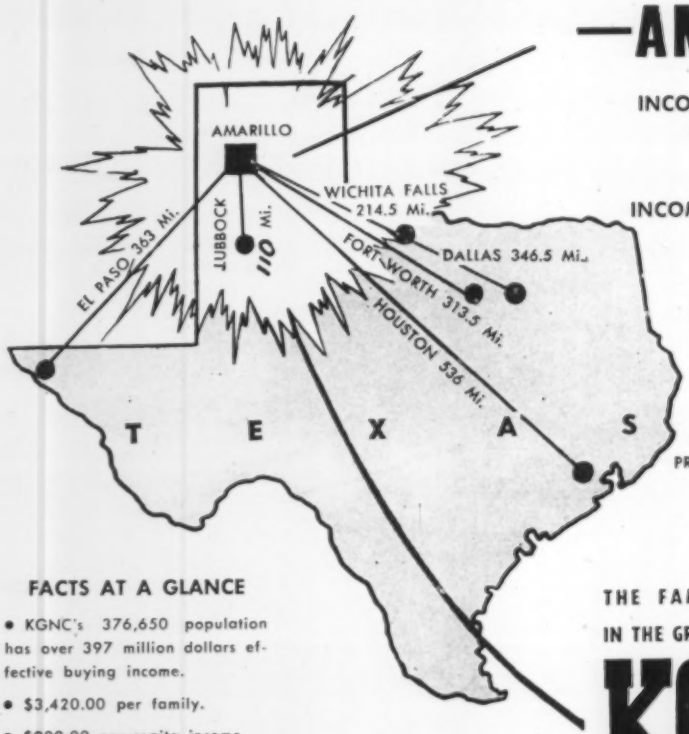
BILL HART, sportscaster of WCAU Philadelphia, Nov. 27 married Omar Gunkle of Schenectady, N. Y.

KNOX MANNING, CBS Hollywood newscaster, is narrator on the Warner Bros. short film, "The Star Spangled City", which relates story of Washington, D. C.

SBA Award

SPORTS BROADCASTERS Assn. at its regular meeting Dec. 17 will present to Princeton U. its second annual award for the college or university with the best football broadcasting facilities. Ken Fairman, graduate manager of athletics at Princeton, will accept award to be presented by Bill Slater, SBA president. Last year's award went to Notre Dame. Association, made up of network and station broadcasters, meets for lunch each Monday at Great Northern Hotel, New York.

ONE OF HIGHEST INCOME MARKETS IN AMERICA —AMARILLO!



INCOME FROM CATTLE
$41,600,000

INCOME FROM OIL AND GAS
$194,097,850

INCOME FROM WHEAT
$75,000,000

LARGEST CARBON BLACK PRODUCTION IN THE WORLD

FACTS AT A GLANCE

- KGNC's 376,650 population has over 397 million dollars effective buying income.
- $3,420.00 per family.
- $900.00 per capita income.
- The station which has influence with this wealth is KGNC.

Taylor Howe Snowden Radio Sales

AMERICAN BROADCASTING
LONE STAR CHAIN

THE FAMILY STATION
IN THE GREAT PANHANDLE

KGNC
AMARILLO
TEXAS

Honolulu

KGU

Hawaii

760 Kc.
2500 W.

KAUAI

FOR FULL COVERAGE OF HAWAII

For 23 years, KGU has given continuous broadcasting service—the best programs and the biggest names in radio—to the ever expanding Hawaiian market.*

* CIVILIAN POPULATION — 502,122
Territorial Board of Health Estimates, July 1, 1945

RETAIL SALES { 1944 . . . . . $386,426,009
1945 (9 Mo.) . . $318,913,557
Based on Sales Tax Collections

NBC IN THE PACIFIC SINCE 1931

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.

WAR SURPLUS

TRANSMITTER

50,000 WATTS

(Medium Frequency)

UNUSED—UNCRATED

RCA TYPE, 50E high fidelity, broadcast transmitter, complete with console control panel. Frequency range between 550 and 1600 kilocycles, for operation from 2300 volts, 50 cycles, 3 phase, 3 wire power source.

AVAILABLE with frequency determining parts, including 2 RFA type TMV-1298B crystal units for 850 KC operation. Slight modification necessary for 60 cycle modification.

INSPECTION REQUIRED on tubes and transformers to determine possible damage due to shipment.

ON DISPLAY in Washington, D. C. Call or write to: Chief of Electronics Branch, OSP—RFC, 811 Vermont Avenue, N. W., Phone: Executive 3111.

If you desire, credit terms can be arranged.

RECONSTRUCTION FINANCE CORPORATION

A Disposal Agency Designated by the Surplus Property Administration

811 Vermont Avenue, N. W.

Washington, D. C.

193

SPONSORS

BORDEN Co., New York (Borden's Instant Coffee), has started a 17-city, 41-station campaign of spots, live participations and complete local programs. Stations included are: KECA WGN WCAO WBAL WFBR WCOP WBZ WNAC WJW WTAM WGAR WWJ WXYZ WISN WABC WOR WNEW WQXR WLIB WAAT WPEN WIBG WIP WCAU WWSW WJAS WCAE KQV WIBX WGR WEBR WCPO WLW WCOL WBNS WMBR WJAX KMOX WOL WINX WMAL. More stations will be added. Agency is Kenyon & Eckhardt, New York.

RECORD-ALBUM-OF-THE-MONTH, New York, has placed account with Chernow Co., New York. Radio will be used.

WILLIAM A. PLUDO, former vice-president in charge of sales and publicity, has been named executive vice-president in charge of merchandising, advertising and publicity of Adam Hat Stores Inc., New York. **MAXWELL I. SCHULTZ**, business consultant, has been named a director of the company, and **ROBERT TANKOOS**, director of real estate, becomes a vice-president.

GENERAL FOODS Corp., New York, has purchased Mutual program "House of Mystery" from Maxwell Productions. Program started on Mutual in Jan. 1945 as five-weekly quarter-hour series. General Foods purchased program as package from Maxwell in September, switching to half-hour Saturday morning spot for Post Toasties. Agency is Benton & Bowles, New York.

ART METAL WORKS Inc., Newark, will sponsor a yuletide salute on full CBS network for Ronson cigarette lighters and lighter accessories on Christmas day. Titled "Christmas Musicade", program is sponsor's largest show to date and will include top stars of entertainment world. Burgess Meredith will conduct program. Company plans annual radio presentations of this type several times a year on holidays when Ronson reaches business peak for gift purposes. Agency is Cecil & Presbrey, New York.

EMERSON DRUG Co., Baltimore, has acquired two products, Tips, a breath sweetener, and Nips, an antacid, formerly manufactured by R. I. Runner Co., Wheeling. Present advertising plans for 1946 are not completed, but are expected to include radio, according to McCann-Erickson, New York, agency.

CURT A. ABEL, released as major in the Army, and **J. P. DELAFIELD**, formerly with Benton & Bowles, have been appointed associate merchandising managers with General Foods Corp., New York. **JAMES D. NORTH**, released from AAF as major, has rejoined General Foods as assistant merchandising manager.

WALTER BAKER Co., Dorchester, Mass. (Baker's DeLux Cocoa), has extended its contract for participations three times weekly on the Arthur Godfrey program on WABC New York. Company also sponsors cut-ins twice weekly every other week on WTIC WEAF WBZ WBZA KOMO WLW WWJ KPO KFI WRC. Agency is Benton & Bowles, New York.

JEAN SCHUTTER CANDY Co., Chicago (Old Nick, Bit-O-Honey), sponsors "Fred Waring Program" on Christmas Day only, 11-11:30 a.m., first Waring program sponsored since NBC started daytime series. Agency, Schwimmer & Scott, Chicago; Carl F. Kraatz, account executive.

S & W FINE FOODS Inc., San Francisco (food products), on Dec. 31 starts sponsorship of Rex Miller's quarter-hour thrice-weekly commentary on 39 stations of Pacific Coast Don Lee-Mutual network. Contract is for 52 weeks. Agency is Brisacher, Van Norden & Staff, San Francisco.

PURPLE BLADES Inc., San Francisco, is starting largest consumer advertising campaign in history of firm, with Garfield & Guild as agency representative. Radio will be used.

NEW LOCAL sponsors and stations to sign syndicated transcribed Christmas shows of Kasper-Gordon Inc., Boston, include following for Dickens' "A Christmas Carrol", half-hour one-time program: Harrington Jewelers, WCOL Columbus, O.; R. L. Ziegler Co., WJJD Bessemer, Ala.; Younker's Dept. Store, KRNT Des Moines; Goodyear Dept. Store, WPAG Ann Arbor; Union National Bank, KWTO Springfield, Mo.; A. D. Norton Jewelers, WENT Gloversville, N. Y.; Allen Dairy Products, WGL Fort Wayne, and Stations WLEE WKLA KOIL KBIZ WFAS KFOR KGMB. For "Adventures in Christmastree Grove" series of 15 quarter-hour transcribed shows for juveniles: Goodyear Dept. Store, WPAG Ann Arbor, Mich.; Meykels Dept. Store, KGLO Mason City, Ia.; Belk's Dept. Store, WOLS Florence, S. C.; Miller & Payne, KFOR Lincoln, Neb.; Rucker-Rosenstock Dept. Store, WSSV Petersburg, Va.; Stone & Thomas, WWVA Wheeling, W. Va. For "Santa's Magic Christmas Tree", 15 quarter-hour juvenile shows: Sears Roebuck & Co. KBIZ Ottumwa, Ia.; and stations WKBV WTAL KMYC KPHO WFAS.

HENRY W. DOYLE has been elected secretary-treasurer and advertising manager of Inter-American Orange-Crush Co., international subsidiary of Orange-Crush Co. Headquarters are Chicago.

AMR CHEMICAL Co., Brooklyn (AMR lighter fluid), is now sponsoring "Songs by Bing Crosby", recorded program, on WNEW New York, Sun. 12-12:15 p.m.; participations on Alma Bettinger on WQXR New York; spots on WHN New York. Agency, Ellis Adv. Co., New York.

DONALD B. THURMAN, former lieutenant colonel with the Army Air Forces, has joined the marketing council department of Standard Oil Co. of New Jersey. He will assist in co-ordination of marketing procedures and advertising programs of foreign and domestic affiliates of the company.

GROLIER SOCIETY, New York (Book of Knowledge), Dec. 4 started sponsoring Rod Hendrickson, philosopher, on WEAF New York, Tues., Thurs., Sat., 8:45-9 p.m., for 52 weeks. Agency, Flanagan Adv. Agency, New York.

WILLIAM TOBEY, advertising manager of Abraham & Strauss, New York, has been appointed sales promotion manager. In his new capacity he will be responsible for all phases of advertising, including newspaper, magazine, radio and television, duties formerly held by **DOROTHY E. SWENSON**, who retired Dec. 1.

HELLER BROS., New York (Juicy Gem oranges), starts participations in "Dorothy and Dick" program on WOR New York on Dec. 19, six times weekly. Spots are considered for other local stations. Agency is Hill Adv., New York.

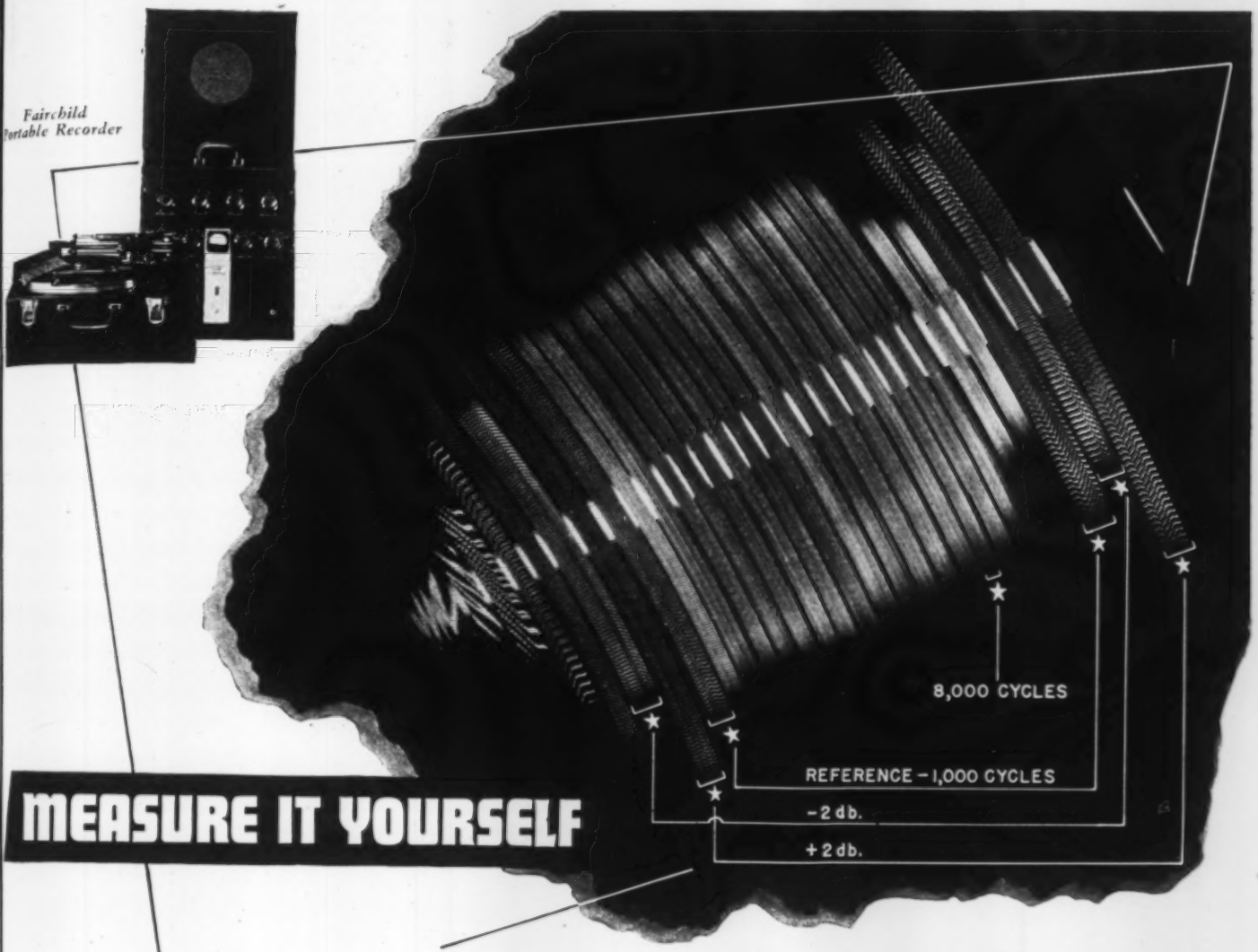
CONSOLIDATED EDISON Co., New York, on Dec. 10 starts intensive campaign to include radio for improvement of lighting in homes, stores and factories. E. F. Jeffe, vice-president in charge of sales, said better lighting would help check crime wave.

NEW BUSINESS on KYW Philadelphia includes: Elizabeth Arden, New York (Pat-A-Pak), through Blaker Adv., New York, four station breaks weekly for four weeks; American Home Products Corp., New York (Hill's Cold Tablets), through Dancer-Fitzgerald-Sample, New York, quarter-hour "Musical Clock" three days weekly for 19 weeks; Herman Basch & Co., New York (Hammer

(Continued on page 66)

Meet Mr. Reddy Cash!
FROM EAST TEXAS
"Strike Oil with KFRO!" In the Heart of the World's Largest Oil Fields, KFRO influences Buying Habits of Half Million People.
*Affiliated American and Mutual Networks.
KFRO
LONGVIEW, TEX.
Texas Richest Market

SOUND EQUIPMENT — *precisionized* — **mechanically and electronically** — *for finer performance*



MEASURE IT YOURSELF

Cutterhead Performance that exceeds Specifications

Here's the proof: A typical production line frequency pattern is reproduced above. Lay a straight edge on the reference bands at the inside and outside of the record. Note how closely all intermediate frequencies — shown in increments of 500 cycles from 1,000 to 10,000 at the outside — actually hold a flat tolerance close to ± 1db. Note, too, that a large percentage of the intermediate frequencies hold this tolerance to 8,500 cyles and beyond.

This is actual performance, mind you. Yet Fairchild cutterhead specifications — superb as they are — only promise a flat within ± 2db to 8,000 cycles.

This cutterhead test is typical of the superb overall performance of the Fairchild Portable Recording System: Precision control of the 33.3 rpm and 78 rpm turntable speeds eliminates all "WOW". Evenness of speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful alignment of all drive parts that might cause intermittent grab and release; by carefully maintained machine tolerances in all moving parts. And unlimited frequency selection — from 4,000 to 10,000 cycles with an available boost of 0 to 20 db — compensates for brilliance-loss at the slower 33.3 rpm speed and for response-deficiencies of disc material, line or speaker by electronically boosting the higher frequencies from 4,000 on up to 10,000 cycles. Likewise, the bass from 20 to 100 cycles can be boosted for comparable reasons, with no effect on highs.

For further Fairchild Portable Recorder information address: *New York Office:* 475 - 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

SOUND EQUIPMENT

Fairchild **CAMERA**
AND INSTRUMENT CORPORATION

SPONSORS

(Continued from page 64)

Brand fur process), two participations weekly on Ruth Welles program for 13 weeks through Kelly Nason Inc., New York; Pure Food Co., Mamaroneck, N. Y. (Herb-Ox bouillon cubes), three weekly participations in Ruth Welles program for 13 weeks through J. M. Mathes Inc., New York; G. Washington Coffee Refining Co., Morris Plains, N. J., four one-minute announcements weekly for three weeks through Ruthrauff & Ryan, New York; Confections Inc., Chicago, station break weekly for 30 weeks, through Olian Adv., New York.

MARK C. BLOOM, Los Angeles (gas service stations), Dec. 18 starts sponsoring twice-weekly morning quarter-hour program on KHJ Hollywood. Contract is for 52 weeks. Raymond Keane Adv., Los Angeles, has account.

PAUL CRISS FOOD MARKET, Riverside, Cal., in late November started participation in weekly half-hour news and recorded musical program, "Fontana Hour", on KPRO Riverside. Other sponsors include Mickels Liquor Store, Fontana Motors Co., Ray Dowd & Son (building contractors), E. J. Morris (electrical appliances). Starting in late November, contracts are for 13 weeks. Placement direct.

LURGE JEWELRY Co., Los Angeles (retail, wholesale), has appointed Robert F. Dennis Inc., Los Angeles, to handle national advertising.

KING JEWELRY Co., Los Angeles (retail), Dec. 3 started sponsoring thrice-weekly transcribed quarter-hour "Musical Milestones" on KMPC Hollywood. Contract is for 52 weeks. Agency is Raymond Keane Adv., Los Angeles.

NATIONAL DRUG & CHEMICAL Co., Montreal (CBQ cold tablets), has started one-minute spots on 40 Canadian stations. Agency is McKim Adv., Montreal.

OXO (Canada) Ltd., Montreal (food concentrates), has started five-minute children's program on a number of Canadian stations in French and English. Agency is McKim Adv., Montreal.

TAYLOR AUTOMOBILE Co., Los Angeles (used cars), in mid-November started sponsoring weekly quarter-hour "Bill Cunningham—News" on KHJ Hollywood. Contract is for 52 weeks. A. W. Stowe Adv., Los Angeles, has account.

HOTEL MARK HOPKINS, San Francisco, has started using thrice daily spot announcement schedule on KSFO San Francisco. Honig-Cooper Co., San Francisco, has account.

IDEAL PUBLISHING Corp., New York (Personal Romances magazine), on Dec. 10 starts "The Subject is Love" on WNEW New York for quarter-hour three times weekly. Program features Shepard Menken reading love poems by world's outstanding poets. Contract placed direct.

SEARS ROEBUCK & Co., San Francisco, placing direct, has started sponsoring six-weekly quarter-hour program of music and commentary, "Confidentially Yours", on KROW Oakland. Contract is for 52 weeks.

OFFICIALS of Whitehall Pharmacal Co., New York, makers of Anacine and sponsors of "Ellery Queen" on CBS, were guests of Ruthrauff & Ryan Inc. and CBS when they attended a broadcast in conjunction with a supervisors sales conference in New York. Shown (l to r) are Del Dunning, Ruthrauff & Ryan; L. Bernegger, Whitehall sales manager; Miss Gertrude Warner, who plays Nikki Porter on "Ellery Queen"; R. G. Rettig, Whitehall advertising manager; Watson Lee, CBS sales department.

LEAN PUBLICATIONS, New York (Two to Six Magazine), will start a two-week spot announcement campaign and use participating shows on Feb. 7. Station schedule as yet has not been made up. Agency is Friend-Sloane Adv., New York.

KNOX GELATIN Co., Johnstown, N. Y. has bought participations on Yankee Network three times weekly and on WOR New York "Food and Home Forum" program five times weekly in campaign to end Dec. 31. Agency is Kenyon & Eckhardt, New York.

NOVA SCOTIA LIGHT & POWER Co., Halifax, is using five-minute daily programs on CHNS Halifax to tell of wartime performance and postwar plans. Account placed direct.

HOWE MARTYN, advertising manager of Lever Bros. Ltd., Toronto, has been elected a director of the company, Pepsodent Co., and Birdseye Food of Canada. He joined Lever Bros. in 1940, shifting from McKim Adv., Toronto.

McCORMICK'S Ltd., London, Ont. (biscuits), has started Sunday quarter-hour transcribed programs on a number of Canadian stations. Agency is McConnell, Eastman & Co., Toronto.

BURNILL'S BOOK STORE, Toronto, has started thrice-weekly spot announcements on CKEY Toronto. Account placed by Frontenac Broadcasting Agency, Toronto.

BICK & OSTOR Co. Ltd., Montreal (Blue River diamonds and wedding rings), plans to use spots and time signals on a number of Canadian stations. Agency is McKim Adv., Montreal.

PAUL I. NEDERMAN has been appointed general sales manager of Roma Wine Co., San Francisco. He has been special representative for firm for several years.

HOTEL FAIRMONT, San Francisco, with opening of new Tonga Room is using heavy spot announcement schedule on KSFO San Francisco. Placement is through Brisacher, Van Norden & Staff, San Francisco.

D & D SOAP Co., Oakland, Cal., has named Ad Freed Adv., Oakland, to handle account for Gleam, new soap product "based on an atomic principle". Radio will be tested in California, to expand with distribution.

CRESCENT JEWELERS, Oakland, Cal., has signed for 52-week sponsorship of news program on KQW San Jose, Cal., by Carroll Hansen, station news editor recently returned from Marine Corps overseas service. News summary of week is scheduled Sunday 5:30-5:45 p.m. Agency is Ad Fried Adv., Oakland.

BILLINGSLEY Restaurant, Los Angeles, Nov. 26 started using total of 106 spot announcements on KFAC Los Angeles. Contract is for four weeks. Adolphe Wenland Adv., Los Angeles, is agency.

BROWNING KING & Co., New York (men's clothing), Dec. 9 started new Sunday program, "Lomax Celebrity Album", on WOR New York. Program features Stan Lomax, sportscaster. Contract for 13 weeks was placed through Ray-Hirsch & Waterston Co., New York.

BOND STORES Inc., New York (Bond Clothes), Dec. 4 started WOR New York newscasts at 11-11:15 p.m. three times weekly. Contract for 52 weeks placed through Neff-Rogow Inc., New York.

BLUE RIBBON Ltd., Winnipeg (food products) has started a musical quiz on 12 western Canadian stations, flash announcements on 7 stations and daily newscasts on a number of stations. Agency is Cockfield Brown & Co., Winnipeg.

We Are BMI...
HIT TUNES OF THE MONTH

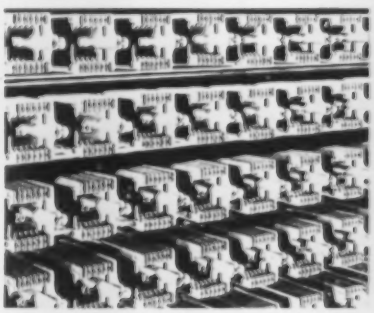
A STRANGER IN TOWN (Stevens)
AFTER ALL THIS TIME (Chelsea)
ARE THESE REALLY MINE? (Campbell-Porgie)
COME CLOSER TO ME (Melody Lane)
EASY STREET (Vanguard)
ESCUCHAME (LISTEN TO ME) (Pemora)
INTO THE NIGHT (BMI)
JOSE GONZALES (Valiant)
MORE THAN YESTERDAY (Marks)
NEVER TOO LATE TO PRAY (Seneca)
TELL IT TO A STAR (Indigo)
THE MOMENT I MET YOU (Embassy)
WALKIN' WITH MY HONEY (Republic)
WAITIN' FOR THE TRAIN TO COME IN (Block)

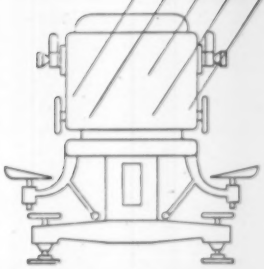
These Song Hits are among the nation's current favorites . . . the better musical programs will spot them frequently with live performances, on records and transcriptions.

THERE'S A BMI HIT FOR EVERY TYPE OF SHOW

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York • Chicago • Hollywood

Target practice with Relays and Keys





(Left to right) The operator punches the problem data on tape, which is fed into the computer. The solution emerges in the teletype receiver. Relays which figure out the problem look like your dial telephone system.

In designing the gun-control systems which shot down enemy planes, Army ballistic experts were faced by long hours of mathematical calculations.

So Bell Laboratories developed an electrical relay computer. It solved complicated problems more accurately and swiftly than 40 calculators working in shifts around the clock.

Resembling your dial telephone system, which seeks out and calls a telephone number, this brain-like machine selects and energizes electric circuits to correspond with the numbers fed in. Then it juggles the circuits through scores of combinations corresponding to the successive stages of long calculations. It will even solve triangles and consult mathematical tables. The operator hands it a series of problems with the tips of her fingers – next morning the correct answers are neatly typed. Ballistic experts used this calculator to compute the performance of experimental gun directors and thus to evaluate new designs.

In battle action, Electrical Gun Directors are, of course, instantaneous. Such a director helped to make the port of Antwerp available to our advancing troops by directing the guns which shot down more than 90% of the thousands of buzz bombs.

Every day, your Bell System telephone calls are speeded by calculators which use electric currents to do sums. Even now, lessons learned from the relay computer are being applied to the extension of dialing over toll lines.

BELL TELEPHONE LABORATORIES.

EXPLORING AND INVENTING, DEVISING AND PERFECTING FOR CONTINUED IMPROVEMENTS AND ECONOMIES IN TELEPHONE SERVICE

PRODUCTION

ROGER ADAMS, announcer of WADC Akron, with station for 14 years, has returned to WADC post after release from armed forces. Announcer **HORACE NORMAN**, in AAF for four years, returns to station following service release as does **KARL OSBORNE**, overseas as paratrooper for three and a half years.

CAPT. TOM DOLAN GEOGHEGAN, released from the Army Nov. 30, has rejoined the announcing staff of WMAL Washington, American station. He is known on the air as Tom Dolan. Before joining WMAL, he was in the radio division of Ruthrauff & Ryan, in Chicago and St. Louis. In service, he was overseas combat correspondent for the "Fighting AAF", and later, producer with the AAF Office of Radio Production in Washington.

JACK BENNY, sponsored on NBC by American Tobacco Co. for Lucky Strike cigarettes, announced Dec. 2 that he will give $10,000 in prizes to people who write in 50 words or less why they "Can't Stand" him. All listeners are eligible for the awards, which will be divided into $2,500 first prize, $1,500 second, $1,000 third, and 50 awards of $100 each. Prizes will be paid in class G Victory Bonds. No time limit was set for the contest. Contest is a personal matter and is not being run by sponsor, according to Ruthrauff & Ryan, New York, agency in charge of cigarette account.

HAL KOSUT, WPAT Paterson announcer recently returned to station after three years in the service, was notified last week that his book, "We Prepare the Way", combat story of his outfit overseas, has been placed in 120 public libraries. Book was written while Mr. Kosut was overseas in ETO, and was published by a German anti-Nazi printer in Alsfeld, Germany.

BOB BRENNAN, discharged from the Army Medical Corps, has rejoined WPRO Providence as announcer.

RICHARD MULCAHY, with release from Navy, has joined KECA Hollywood as junior writer.

BERT WINN, former program director of KROW Oakland, Cal., after completing year's OWI service in Hawaiian Islands, is in California awaiting overseas re-assignment by the State Dept.

FORBES ANDERSON, new to radio, has been appointed farm director of KWG Stockton, Cal. He replaces **FRANK KOZELUH**, resigned.

DICK McKNIGHT is teaming with **MARVIN FISHER** and **HENRY TAYLOR** in writing scripts for the CBS "Jack Carson Show".

TOMMY WILLIAMS, announcer of WPTF Raleigh, N. C., returns to station after two and a half years in Army.

LT. ROBERT Le MOND, former CBS Hollywood announcer-producer, is now manager and AFRS officer in charge of Radio Tokyo. His engagement to **KAY SHAFFER**, formerly of CBS Hollywood, has been announced.

GEORGE HOGAN, discharged from the Navy, has rejoined the announcing staff of WOR New York.

GEORGE BARTHOLOMEW, after three years service in Marines, has returned to his old position as CBS assistant director. **LEE VINES**, who has served in the Army for two years, rejoins CBS as staff announcer.

RALPH ALLINGER, released from Navy and formerly with WABY Albany, N. Y., is new announcer with WFAS White Plains, N. Y. **JOAN SCHNEIDER**, who was only WFAS woman announcer during war, has been assigned to special production work in assistance to **RAN KALER**, WFAS program director.

TED SCHNEIDER, recently discharged from the Navy, is rejoining WHN New York as manager of daytime programming, replacing **WAYNE HUTCHINSON**.

BERT FLEISHMAN, conductor of early morning "Chatter Box" program on WFNC Fayettesville, N. C., is soliciting Christmas packages from listeners for distribution at local Veterans Hospital. Christmas day program is scheduled.

AL ERSKINE, recently discharged from Royal Canadian Corps of Signals after three years, has rejoined the announcing staff of CKMO Vancouver.

PEDE WORTH, KENNETH ACKERMAN and **BOB FRANKLIN**, recently released from the armed forces, have rejoined the announcing staff of KQW San Francisco.

SILVIA RICHARDS, writer of CBS "Suspense" scripts, has been signed by Warner Bros. to work on adaptation and screenplay of "The Secret", to star Joan Crawford.

ART DALY, recently returned from Argentina where he was in charge of radio for Coordinator of Inter-American Affairs, has joined American Hollywood production staff.

BEN GAGE, former announcer on NBC Bob Hope show, released from Army, married Esther Williams, swimming champion and film actress, in Westwood, Cal., Nov. 25.

FRANK R. KIRTON, former operator of CKOC Hamilton, has been released from RCAF after two years service and returned to station in charge of transcription library.

MARSHALL SMALL, back at KUTA Salt Lake City after AAF service, is now chief announcer of station. **PAUL COBURN** returns to KUTA announcing-production spot from sports assignment with KVNU Logan, Utah, and Intermountain Network. **REGINALD HARDEN**, previously with KWK KSD WWL KALL, is new KUTA production manager.

RICHARD GREENE, recent addition to announcing staff of WJTN Jamestown, N. Y., has been notified by RCAF that he may be called as witness at Nuremberg international war crimes trials. He was Italian prisoner of war in early part of war, recaptured and sent to German camp in 1944 following escape attempt upon Italian capitulation. At German camp he was placed in charge of all contact with German officers, Swiss Legation, Red Cross, YMCA and British authorities and observed several atrocity incidents.

TREVOR SCHOFIELD, former lieutenant in Canadian army, has rejoined CFRN Edmonton as head of continuity department.

FRANK J. TATE, in Army since 1942, has returned to WCOL Columbus, O., as continuity director. In service in South Pacific, he set up WVMB, Armed Forces Radio station on Emirau.

NICK GEARHART, formerly of WBOW Terre Haute, joined announcing staff of WOAI San Antonio upon discharge from Navy, where he was radar technician. **BILL SHOMETTE**, WOAI announcer now in Army, is with WVTM Manila.

ELWOOD STUTZ, announcer of WIBG Philadelphia, is father of a boy.

JOHN RUSHWORTH, after four years in Navy, has returned to WEEI Boston in charge of sound effects and as assistant in production department.

ED STEVENS, formerly with Mutual and American networks in Los Angeles, has joined announcing staff of KFAR Fairbanks, Alaska.

WILLIAM J. REDDICK Jr. has been appointed music director of KPHO Phoenix, Ariz.

PAT STANTON, program director of WDAS Philadelphia, is scheduled to leave for Ireland to write motion picture scenario for the Eire Government.

FELIX MEYER, nationally known conductor, returns to WFIL Philadelphia after more than two and a half years in Naval Reserve. He resumes his post as WFIL musical director and program-musical director of WFIL-FM.

ALBERT CREWS, NBC producer and director on leave, has arrived in Paris en route to Biarritz where he will be branch head of the radio department at the Army's Biarritz American U.

ADELE HUNT, editor of women's features on WPAT Paterson and conductor of station's "Hunt for Happiness" program, was main speaker at meeting of National League of Pen Women at Paterson on Dec. 8. Topic was "The Ideological Motif for Women in Radio".

SGT. JACK MILLING, former program director of KAVE Carlsbad, N. M., has been appointed new program director of AFN-Berlin.

FRED COE, NBC television producer, is father of a boy, John Hayden, born Nov. 29.

JIM CONWAY, in the Navy for three years, has returned to WBBM Chicago announcing staff.

BOB HORN, disc jockey on WIP Philadelphia, and his partner in jazz concert promotion at the Philadelphia Academy of Music, Nate Segall, are included in Esquire 1946 Jazz Year Book biographies.

CAPT. WALT SHELDON, former assistant program director of WCAU Philadelphia, is back in U. S. after three

(Continued on page 70)

WAVE ISN'T HANDING YOU ANY BUNCOMBE (Ky.)!

Here's the straight dope: When you use the radio wattage necessary to reach back into the hills and hollers of this big State, you *pay* for it! So *we* think you'd do better to by-pass the sparsely-settled, money-shy hinterland and concentrate (at low cost) on WAVE's rich and busy Louisville Trading Area—the home of more industry, more buying power *than the rest of Kentucky combined.* We're not dishing out Buncombe! Check your data books, gents!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

THERE'S ONLY 1 EMPIRE STATE BUILDING *but* WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—Loew's Affiliate

THE SOUTHWEST TURNS TO WOAI FOR

Down-to-Earth BROADCASTS

WOAI announces the addition to its staff of Mert Emmert as Farm and Ranch Director. Brought up on a farm, Mr. Emmert balances practical experience with scientific training. He holds a B.S. in Agriculture from Kansas State College, and has demonstrated his ability in radio as agricultural director for leading radio stations.

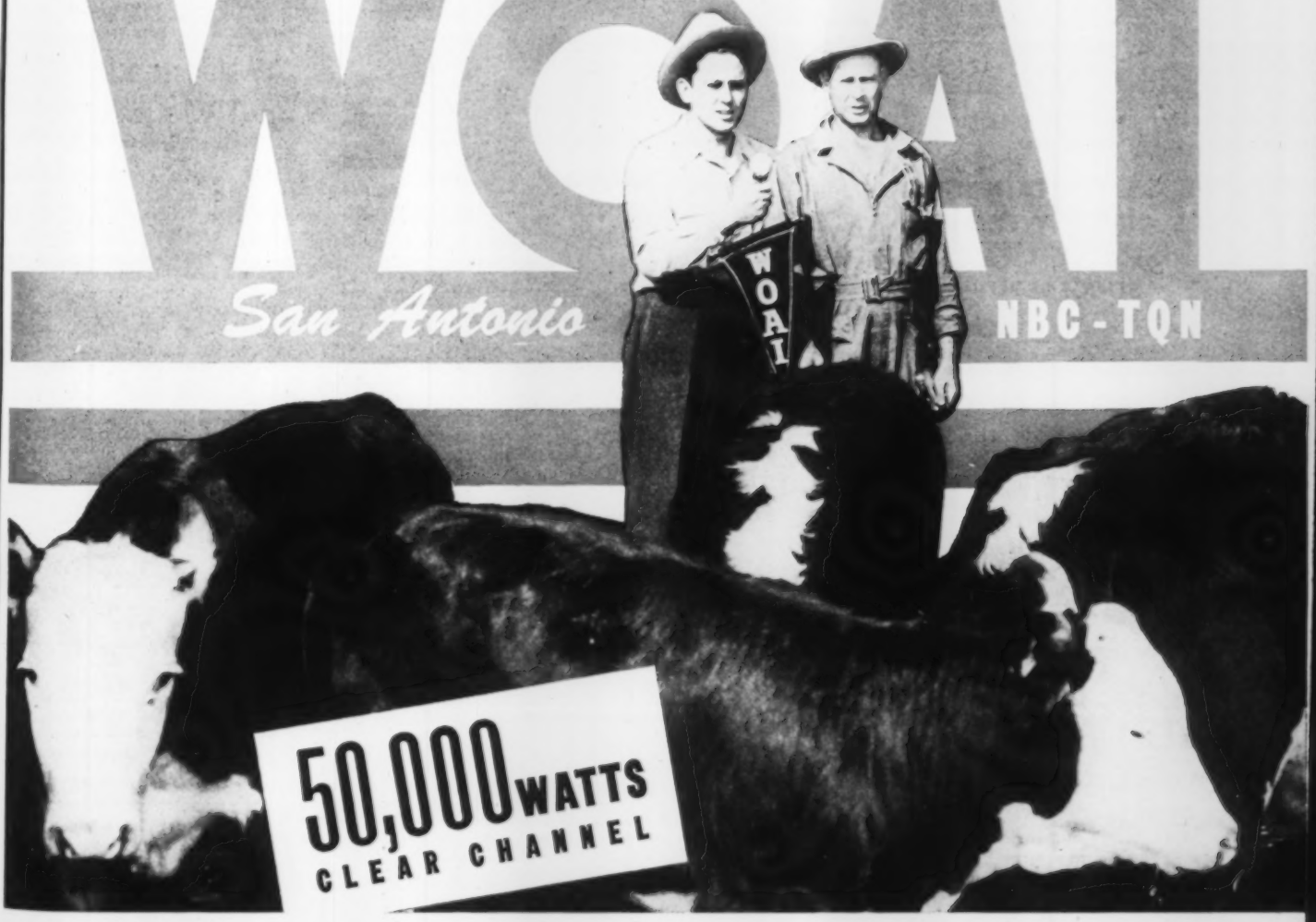
WOAI, with its 50,000 watts and clear channel, covers one of the nation's most important rural areas with programs directed especially to the interests of the farmer and rancher.

This expansive territory includes the Rio Grande Valley citrus groves; the extensive truck farms of the Winter Garden; the Hill Country, world's greatest wool and mohair center; the Turkey Triangle, leading in the production of the famous broad-breasted, baby-beef turkey, as well as other poultry; millions of acres planted to cotton; and a great ranching empire, rich with fine herds of Hereford, Brahma, and Guernsey, Holstein and Jersey Cattle.

Service to listeners is what gets and holds attention. And WOAI is constantly improving its service to the backbone of our economy—the people who work with the good earth.

WOAI

San Antonio NBC-TQN



PRODUCTION

(Continued from page 68)

years with the Army in China. He is awaiting discharge.

SHERWOOD LORENZ shifts from announcing staff of WIP Philadelphia to that of WFIL Philadelphia.

BOB WALTERS has joined announcing staff of WPEN Philadelphia. He was formerly with WMAJ State College, Pa., where he helped organize staff.

FAITH HAWKINS, member of the program department of KYW Philadelphia, and daughter of **GORDON HAWKINS**, educational director of the Westinghouse network, and Sgt. Samuel W. Jones, AAF, were married in Philadelphia Dec. 8.

ART GILMORE, with release from Navy as lieutenant, plans to re-enter Hollywood radio as announcer.

HANK GIBSON has been signed comedy writer on NBC "College of Musical Knowledge".

DUKE NORTON, former radio actor released from Army, has joined KPRO Riverside, Cal., as announcer.

EDDIE PARKS, former radio partner of **FRANK FAY**, comedian, with Army discharge has been signed by Pine-Thomas Productions for lead part in film version of CBS "Big Town".

ROBERT CLINE, WGN Chicago sound effects man on military leave, has been released from service and returned to WGN.

GEORGE KLEY and **BUCK FRANDOLIG**, both released from service and former parttime announcers at KOTA Rapid City, S. D., have joined station as fulltime announcers.

PIERRE WEIS released from the Army, rejoins sales department of Lang-Worth Feature Programs Inc., New York.

COUNTRY FARE

Another WHAM service to the 140,518 farmers of this rich Western New York farmland

Tom Murray interviews County Agent and a successful area farmer.

6:30 to 6:55
Every morning except Sunday
with
TOM MURRAY
WHAM Farm Director
and
MAX RANEY
and his Hi-Boys

MUSIC . . . ENTERTAINMENT . . . NEWS FOR FARMERS DIRECTLY FROM THE FARM FRONT . . . FRIENDLY CHATS WITH AND BY SUCCESSFUL FARMERS

Another one of the programs that build WHAM's listening audience . . . that help make

WHAM

"Your Western New York Salesman"

Affiliated with the NATIONAL BROADCASTING CO.

50,000 Watts . . . Clear Channel . . . 1180 on the Dial
Rochester, N.Y.

Nat. Representative, George P. Hollingbery Co.

"The Stromberg-Carlson Station"

TECHNICAL

STANLEY C. REYNOLDS, released from Navy, has returned as chief engineer of KPRO Riverside, Cal. Reynolds is credited with development of VT fuse which fires shells by radar and played part in firing of atomic bomb.

WILLIAM J. HALLIGAN, president of Hallicrafters Co., Chicago, will direct new amateur radio activities section of Radio Manufacturers Assn. parts division. Himself a licensed amateur operator, Halligan will head section devoted to promotion of amateur interests.

Mr. Halligan

W. T. BROWN, Los Angeles vice-president, and **H. A. WOLLENBERG**, San Francisco vice-president of Langevin Co., engineering firm and maker of broadcast audio equipment, are in New York for head office conferences.

JOHN ROBERTSON, control operator at WADC Akron, O., has returned to his post with station following release from AAF. He was pilot for two and a half years.

BOB ROYALL, control engineer of WPTF Raleigh, N. C., returns to that post following three years service in AAF.

E. FINLEY CARTER, formerly vice-president in charge of industrial relations of Sylvania Electric Products Inc., New York, has been named vice-president in charge of engineering. **HOWARD L. RICHARDSON**, former manager of personnel administration, succeeds him as director of industrial relations. Mr. Carter was assistant chief engineer of the radio division of Sylvania for a number of years and before that was engaged in radio development for General Electric Co. He is a member and a director of the Institute of Radio Engineers.

Mr. Carter

KILBOURNE CULLEY, EDWARD L. PHILBRICK, NORMAN H. YOUNG, and **JOHN P. KELLEY** have returned to engineering staff of WEEI Boston. Culley served in Navy Amphibious Forces; Philbrick, also in the Navy, was officer in charge of Radio Tunisia and assistant to materiel officer in Bizerte in charge of radio, radar and sonar; Young, a captain, Air Technical Service Command, served at Wright Field, Dayton, as officer in charge of radio countermeasures and at Washington, D. C., in International Branch screening radio and radar requirements for foreign governments; Kelley, a lieutenant, saw active duty in submarine service in Asiatic and South Pacific theaters.

GENERAL TELEVISION & Radio Corp., Chicago, has been purchased by Portable Products Corp., Pittsburgh. All capital stock is included.

HOWARD HARVEY, KXOK St. Louis engineer, has returned to the station after two and a half years as civilian technician in radar with the Bureau of Ships, U. S. Navy. He was in the Pacific for 16 months.

JACK POND, released after 18 months in the Royal Canadian Navy, has rejoined the engineering maintenance staff of CKEY Toronto.

A. N. TODD, formerly chief operator of CKOC Hamilton and recently discharged from Royal Canadian Navy after nearly three years service, has been appointed chief production engineer in charge of all remotes, transcription work and in charge of the operation staff.

WALLY PHILIPS, WGN Chicago engineer on military leave, has returned to the station engineering department.

ROGERS MAJESTIC Ltd., Toronto, has been designated factory representative in Canada for Hallicrafters receivers and Amperex electronic tubes.

BILL ELSHEIMER returns to engineering staff of KOIL Omaha. For more than three years he has been in Army.

Fairchild Oscillator

DETAILS of a test oscillator, a device to aid operation of military radar equipment, which is adaptable to commercial broadcast and amateur uses, have been announced by Fairchild Camera & Instrument Corp., Jamaica, N. Y. Coincident with the disclosure, Fairchild also announced that on Dec. 1 general offices and all manufacturing facilities will be located at 88-06 Van Wyck Blvd., Jamaica. The test oscillator, used for checking specific transmissions, was an aid to the armed forces during the war in separating enemy broadcasts from their own. It can be used in radio and television laboratories and by amateurs.

POLICE DEPT. of New York City has ordered 75 "walkie-talkies"—two-way portable radio sets—from the government for use on patrol motorcycles after testing sets last Monday with one motorcycle and two radio patrol cars.

Free Press Efforts

OVERSEAS PRESS CLUB has appointed a committee on the freedom of the press to cooperate with the efforts made by all agencies to promote the freedom of the press in all lands. The committee will approach the subject from the angle of the working foreign correspondents as well as the publishers and radio station operators. The committee includes Sonia Tomara, *New York Herald Tribune*, Thomas B. Morgan, WOV New York; W. W. Chaplin and H. V. Kaltenborn, NBC.

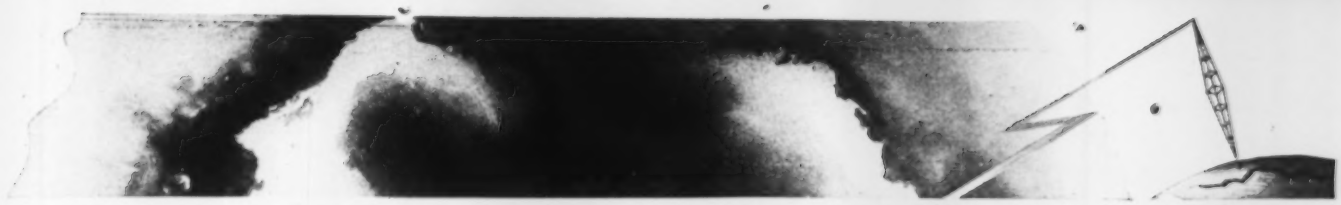
TRADE secrets of conductors of record shows are revealed by Illona Kenney in an article titled "Meet the Disc Jockeys" in the January issue of "This Month" magazine.

IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO



IT'S NEVER A MATTER OF LUCK—

with SYLVANIA!

TAKE THE "LOCK-IN" TUBE

1 *It is "locked" to socket—solidly.*

2 *It has short, direct connections — lower inductance leads and fewer welded joints.*

3 *Metal "Lock-In" locating lug— also acts as shield between pins.*

4 *No top cap connection . . . overhead wires eliminated.*

IT can never be a hit or miss proposition when it comes to radio tubes manufactured by Sylvania Electric.

Beginning with the *raw materials* that go to make Sylvania tubes, you'll find Sylvania chemical and metallurgical laboratories *testing every part*—experimenting to discover new and better materials—new alloys, new compounds for further improving Sylvania Radio Tubes.

With highly sensitive apparatus, measurements are made to determine power output, distortion, amplification, *fidelity*. Better, more faithful reproduction of your broadcasting programs is assured, when receivers are equipped with Sylvania tubes!

SYLVANIA ELECTRIC PRODUCTS INC., Emporium, Pa.

SYLVANIA ELECTRIC

MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, ACCESSORIES; ELECTRIC LIGHT BULBS

BREMER BROADCASTING CORPORATION

NEWARK Mitchell 2-6400 • NEW YORK Rector 2-5878

October 19, 1945

Collins Radio Company
Cedar Rapids
Iowa

Gentlemen:

It is with interest and pride that I bring to your attention the performance of the Collins 20K one kilowatt AM transmitter installed at Kearny on April 14, 1941.

This transmitter has been on the air a total of 39,000 hours, as of October 15, 1945 with a total elapsed lost time of only fifteen minutes.

This makes a most remarkable record, since our station is on the air twenty-four hours per day, seven days per week, and it speaks well for your transmitter.

According to the logs checked by Anthony Castellani, transmitter supervisor, the fifteen minutes total of lost air time was caused by defective bias tubes and a coupling condenser in the audio circuit.

At no time in the period of operation of the 20K have we had to make a refund or make up allowance to any sponsor due to lost air time.

As director of the engineering department of WAAT and FM-WAAW, I give credit for this remarkable performance to your efficient design and to the capable operating supervision by our transmitter staff.

Very truly yours

BREMER BROADCASTING CORP.

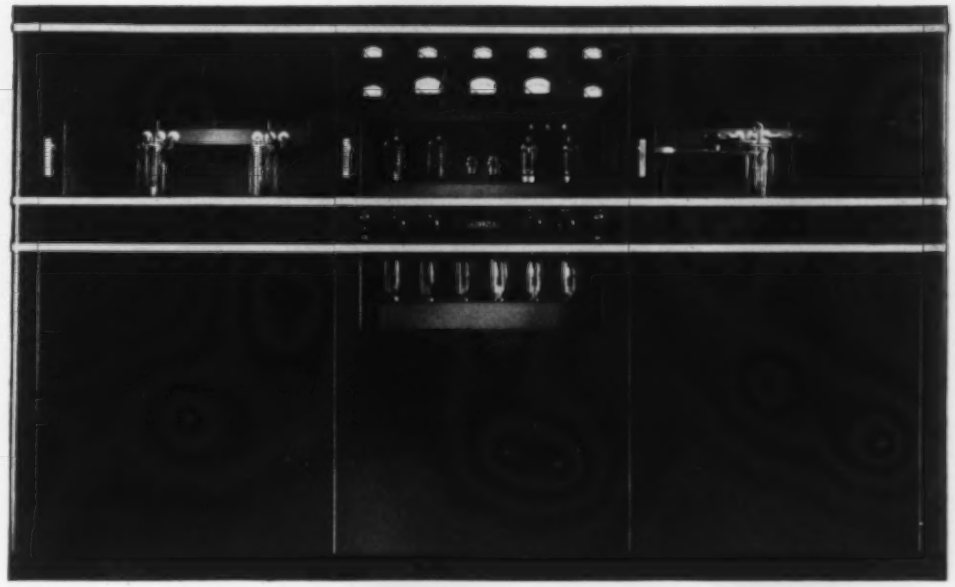
Frank V. Bremer

Frank V. Bremer
Technical Director

FVB:rs

WHEN YOU THINK OF AMERICA'S 4TH LARGEST MARKET YOU MUST THINK OF WAAT

Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.



—and now WAAT buys this new Collins 5 kw AM transmitter

39,000 hours is a lot of satisfactory service on anybody's calendar! And only fifteen minutes lost in four and a half years is an outstanding record! With this background of satisfaction, the Bremer Broadcasting Corporation ordered its new 5 kw transmitter from us—a Collins 21A.

Reliability is a Collins tradition. It is accomplished by thorough, competent engineering and the use of the best components, operated conservatively. The 21A, like other Collins transmitters, amply fulfills every requirement of an exacting management and operating staff. An illustrated bulletin is available on request.

Write us regarding your requirements for AM and FM transmitters, amplifiers, and studio equipment. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y.

FOR BROADCAST QUALITY, IT'S . . . .

COLLINS

Just a Simile

Ordinarily a pup and a slipper would have nothing in common with a radio station. But WMMN is not an ordinary radio station—hence they do.

In much the same intimate, friendly manner that a pup takes a slipper to his master, so does WMMN take advertising messages to its listeners.

It is this intimate, friendly relationship with a host of real people that gives you the tremendous advantage at WMMN of One of America's Greatest Direct Response Audiences.

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

PROMOTION

Promotion Personnel

RALPH STODDARD, formerly in sales promotion for CBS and KJBS San Francisco prior to the war and until recently radar electronics inspector for the Navy, has joined the promotion and publicity staff of KGO San Francisco, handling audience promotion.

ARDEN E. SWISHER, merchandising manager of WNAX Yankton, S. D., has been appointed sales service manager of The Mid-State Group (WMT KRNT WNAX). New department under his supervision will coordinate sales effort between advertiser, jobber, sales representative, broker and retailer in each city. Swisher will headquarter in Register & Tribune Bldg., Des Moines.

Mr. Swisher

EVERETT S. PETERSON, promotion director of McClatchy newspapers and McClatchy Broadcasting Co., has returned to his desk following five-week study of newspaper and radio promotion programs nationally. **BRADLEY RITER**, promotion editor, is now on national tour, with **RAYMOND H. RHODES**, promotion research analyst, to make similar visits to various cities.

COMDR. ERNEST LEE JAHNCKE Jr., recently returned from overseas duty with the Navy, has rejoined the station relations department of American. Graduate of U. S. Naval Academy, Comdr. Jahncke was recalled to service in Feb. 1941 from his post as assistant to **JOHN H. NORTON Jr.**, manager of station relations department of the Blue Network when it was part of NBC. Veteran of invasions of Normandy, southern France, Lingayen and Okinawa, Comdr. Jahncke has been cited for performance of duty with the Navy.

TED OBERFELDER, manager of audience promotion department of American, is in Minneapolis for about two weeks.

JULIAN GARSON, recently given leave by Canadian Army, has returned to CKOC Hamilton, appointed director of new special events department.

LLOYD A. WESTMORELAND, recently discharged from RCAF after 30 months service, has returned to CKOC Hamilton as promotion director.

ANGUS M. NICOLL, service veteran returning to KOIL Omaha, has been appointed sales promotion manager to succeed **E. W. MALONE** who first of year joins International Events Photo News Service, Chicago.

DAVID G. WOOD, formerly with J. J. Gibbons Ltd., advertising agency, Calgary, has been named head of the reorganized promotion and publicity department of CFRN Edmonton.

HELEN MONDELLO, recently discharged from the WAVES, is new addition to promotion staff of WPEN Philadelphia.

Sky Promotion

KYW Philadelphia is using airplane medium of promotion at all public outdoor gatherings in area. Plane trails banner reading "KYW—25th Year In Radio", circles the city and concentrates particularly on area where crowd is centered. Sky-promotion campaign began Nov. 17 at Penn-Army football game and continued for the remaining games on U. of Penn schedule. Sky stunt will be repeated on New Year's Day when traditional Mummers' Parade draws thousands to central city streets.

Taylor-Howe-Snowden Party

OFFICIALS OF 16 stations represented by Taylor-Howe-Snowden Radio Sales, Chicago, were guests of the station representatives at its annual Christmas party for Chicago radio executives, Friday, Dec. 7, at the Ambassador West. Guests include A. R. Hebenstreit, mgr., KGGM Albuquerque; Archie Taylor, mgr., KRGV Weslaco, Texas; George Johnson, KTSA San Antonio; Ray Hollingsworth, KGNC Amarillo; Robert Enoch, KTOK Oklahoma City; Lou Lindsey, KCRC Enid, Okla.; Judge Landis, KFYO Lubbock, Tex.; Blackey Locke, KFDM Beaumont, Tex.; Alex Keese, general manager of Taylor-Howe-Snowden Radio Sales, Ted Taylor, partner; Alice Hyde, Kay Gamron, Eve Erickson of the Chicago office, Tom Peterson, manager of Chicago office; Clara Simmons, Tracey-Locke-Dawson Agency, Dallas, Tex.; Ivan Head, mgr., KVSF Santa Fe, New Mexico; Maxine Eddy, mgr., KGFF Shawnee, Okla.; Pat Adelman, mgr., KTBC Austin, Tex., and John Connally, ass't mgr., KTBC. A similar party was held in New York Nov. 30, with several hundred advertisers, agency and network executives as guests.

Craft Shop

JAMES D. SHOUSE, vice-president of Crosley Corp. in charge of broadcasting, Cincinnati Mayor James G. Stewart and other notables participated in half-hour program on WLW Cincinnati Dec. 1 opening the Craft Shop of the WLW Mailbag Club in the McAlpin Co., Cincinnati department store. Articles made by shut-in and handicapped club members are on sale in the Craft Shop, all proceeds going to makers. Club now has 10,000 members in 40 states. Minabelle Abbott, "Postmistress", airs "Mailbag Club" show Saturday on WLW and edits monthly publication for listeners.

Salesroad Tickets

WOR New York has printed and mailed to advertising agencies and advertisers throughout this country and Canada 3,200 facsimile railroad tickets "Issued by WOR, New York—That Great American Salesroad". Letter accompanying tickets series compares station to a train, "for with every tick of the clock, WOR dependably cannonballs its way along clear tracks of sound into the homes of hundreds of thousands of listeners in 16 of the greatest sales-producing cities in America today."

Station News

NEWS and gossip of owned and operated stations as well as recording division is contained in four-page promotional tabloid issued monthly by Universal Broadcasting Corp., San Francisco. Titled "The Universal" and illustrated with spot news pictures, promotional sheet carries news on KSFO KPAS KXA as well as shortwave stations KWID-KWIX San Francisco. Austin Fenger, news commentator, is editor-in-chief, with Edith James of publicity department assigned copy chief.

Brand Quiz

QUESTIONNAIRE titled "Market Basket Quiz" and designed to bring information helpful to grocery manufacturers and consumers has been distributed throughout country by Grocery Manufacturers of America Inc., New York, as a follow-up of campaign started last spring to inform public on good descriptive labeling.

Safety Awards

CKOC Hamilton, Ont., is presenting three shields for annual competition among Hamilton schools "to stimulate interest in safety" in conjunction with daily broadcasts of Hamilton Police Safety Club conducted each morning before school by Sgt. Fred Eddenden of Hamilton police force.

Tobacco Story

ILLUSTRATED story folder on tobacco industry has been prepared by WRRF Washington, N. C. Theme of "Good as Gold" refers to use of tobacco in colonial times for legal tender. Present income from "the bright leaf" grown in area is stressed.

Flying Reporter

WEOA Evansville, Ind., has prepared booklet titled "Hangar Flying", introducing J. C. Kerlin, aviation reporter, and his program of the same name. Photo and comments on future of private and commercial flying at Evansville are included.

Daily Highlights

IN ORDER to serve editors with last-minute program information, Mutual's press department has instituted a new service of highlight news on Closed-Circuit broadcast to affiliates at 3:45 p.m. daily.

WINNER of letter contest conducted by KFRO Longview, Tex., on "What Radio Means to Me", Capt. E. H. Keltner (c), patient at Harmon General Hospital, accepts Victory Bond award from KFRO President James. R. Curtis (r). Melvin E. Palmer, commercial representative of station, participates in ceremony. Contest was in conjunction with promotion of the 25th anniversary of radio.

Panhandle Folder

MARKET DATA file folder on Panhandle-Plains area of Texas has been distributed by KVOP Plainview, Tex. Figures on income and buying power and population characteristics are included.

Ad Reprints

WESTERN ELECTRIC Co. series of ads in BROADCASTING on history of musical instruments has been compiled in booklet form and offered through firm's electrical research products division. Title is "Grace Notes".

Atomic Contest

MORE THAN 400 replies were received by H. B. Kenny, news editor of WSSV Petersburg, Va., in contest to get listeners' suggestions for solving atomic bomb problem. A $10 prize was offered for best answer.

Illustrated Booklet

ILLUSTRATED booklet on WGBF Evansville, Ind., "Second Guessers" program is accompanied by "guest ticket" to listen in on commentary program. Biographical sketches are included on commentators heard on program.

Trade Letter

BUSINESS news about WFAS White Plains, N. Y., is now presented by station in twice-monthly trade letter to 300 timebuyers and clients.

WING Display

FOOD display of products advertised over WING Dayton, O., was prepared by station for November meeting of Dayton Food Trades Assn.

Football Dinner

WHBC Canton, O., Nov. 20 held first annual football awards dinner for Stark County area. Trophy was presented school of "most valuable player" and individual gifts were given players.

WABC Folder

POPULATION of New York City (and their preference for WABC programs) is the theme of "This is New York", amusingly presented folder issued by WABC as the first of a series about its "fabulous home town".

"You've been calling all the plays wrong. No wonder WFDF Flint wouldn't let you broadcast."

PROGRAMS

ROUND-UP of information on hotels, tours, cruises and other vacation and travel facilities will be featured on new series of WMCA New York programs entitled "Travel and Resorts". Broadcasts, presented daily, 8:15-8:30 a.m. by John Lewis and Barbara Homer, are open to participation sponsorship. Station will provide for mail information service to accommodate inquiries that cannot be absorbed during broadcasts.

WPAT Chooses Students

FOLLOWING auditions of more than 5,000 high school students at WPAT Paterson, N. J., 15 teen-agers were selected from as many New Jersey high schools to form the new Junior Achievement Radio Company sponsored by WPAT. Group will take over production and form cast of station's youth program "The High School Reporter", Saturdays. Group is under advisorship of Sidney J. Flamm, WPAT managing director; Mrs. Elsa Cosman, business manager; Ted Webbe, program director, and Dave Golden, publicity director.

Christmas Party

OVER 1,000 children are expected to attend the Zella Drake Harper-WIBG Philadelphia Christmas party for orphans, to be held Dec. 22 at Erlanger Theater, Philadelphia. Listeners to Zella Drake Harper's programs on WIBG have provided more than 3,000 gifts plus fruit and candy for youngsters. Mayor Bernard Samuel of Philadelphia is to introduce Santa Claus at annual party, planned as largest ever presented by sponsors.

Grocery Series

INTERVIEWS originating in a different grocery store each broadcast, titled "Meet Your Grocer", are heard thrice-weekly on WOWO Fort Wayne, sponsored by a local dairy, wholesale grocer, and prepared meat maker. Show features Jane Weston, director of WOWO "Modern Home Forum", assisted by a staff announcer, in interviews with shoppers and grocers in stores carrying sponsors' products.

News From Outside

NEWS from the outside world goes weekly from CJCA and shortwave VE9AI Edmonton, to Canada's Northwest Arctic regions each Saturday night. A 90 minute program has been started again by the station after a wartime blackout. The CJCA "Hello, the North" has been revised to include messages, news, actual voices of friends and relatives in Edmonton, and request musical numbers.

WNBT Telecasts

SERIES of 15 films, produced by Yale University Press, started Dec. 6 on WNBT New York, NBC video outlet. Programs re-create events of outstanding importance in American history from Columbus to Appomattox. WNBT on Dec. 2 also telecast newsreel devoted entirely to women. Titled "The Woman Speaks", newsreel presented women's activities in Amemrican life.

Editors Broadcast

MORE THAN 30 editors and publishers of New Jersey newspapers met at the studios of WPAT Paterson on Dec. 4 to formulate plans for a weekly radio program on station tentatively entitled, "Columns Right", in which they will participate actively. Program, sustaining, is scheduled to start early in January.

Public Health

WPEN Philadelphia in cooperation with Dunn Shoe Co. and E. L. Brown Agency, Philadelphia, has started a new series of weekly public service programs on public health and hygienic practices. Initial presentation deals with cancer prevention. All local institutions will be given opportunity to present their story.

Preventive Medicine

SERIES of dramatic programs, "Doctors at Home", presented by NBC in cooperation with the American Medical Assn., starts on the network Dec. 15, 4-4:30 p.m. Program deals with preventive medicine, new medical research and modern treatment of illness.

Christmas Series

REVIVING the story of Christmas, its legends, music, poetry, and lore, WPRO Providence started "Christmas Candlelight" on Nov. 30, to continue through Dec. 24. Storyteller is Leo LaPorte, WPRO announcer.

To the People

WEEKLY quarter-hour public service program started on American Pacific stations Dec. 9 is "Report to the Electorate". Gov. Warren of California and state executives of Oregon and Washington were to appear on intial program.

With Basketball

WITH Baltimore has secured exclusive rights to Friday broadcasts of home games of Baltimore Bullets, professional basketball team. Play-by-play will be aired 10:05 p.m. to conclusion.

Program Resumes

PRESENTED for fourth year by National Congress of Parents and Teachers and NBC public service department, "The Baxter Family" returns to network Dec. 15, 1:30-1:45 p.m. (CST).

War Music

MUSIC written during the war years is featured on "Music of the United Nations", new weekly half-hour series heard on WLIB New York.

Sports Schedule

BOTH home and out-of-town basketball games of two local high schools will be carried by KHMO Hannibal, Mo. Schedules include 30 broadcasts for 1945-46 season.

Quotation Quiz

DRAMATIC SKETCHES leading up to famous sayings are featured on weekly half-hour program "What Did They Say?" on CJOR Vancouver. Listeners write in correct sayings for prizes.

'Album' Leads

HOOPER ratings of Nov. 30 showed *American Album of Familiar Music* had the largest number of women listeners per listening set with 1.67. *Boxing Bout* (T. Larking vs. N. Moran) had the most men listeners per set with 1.29, and *Lone Ranger* the most children listeners per set with 0.90.

WAPI Reprint

WAPI Birmingham, Ala., has distributed reprints of address made by Maj. Jack Yauger, director of Birmingham District Industrial Development Corp., before Sales Executives Club on "How Birmingham Faced Reconversion".

WRC Dolls

FIRST DOLLS for WRC's "Doll House" campaign for Washington's under-privileged children were presented by Mary Margaret Truman, daughter of the President. Miss Truman stopped by the Doll House on her way to classes at George Washington U. with twin dolls, which Bill Herson, WRC Timekeeper, promptly named "Mary" and "Margaret".

Masquerade Replaces

EFFECTIVE Jan. 14 General Mills replaces *Hymns of All Churches* on NBC with Irna Phillips and Carl Webster package *Masquerade* 1:45-2 p.m. (CST) from Chicago division. Program gives General Mills solid hour daytime serials with *Guiding Light, Today's Children, Woman in White* as other three.

WABD Officials Heard

SAMUEL H. CUFF, general manager of WABD New York, DuMont video station; Phillip Fuhrman, WABD sales manager, and Louis A. Sposa, WABD manager of program service department, addressed the Merion Park Civic Association at Cynwyd, Pa., last Friday. Wallace Orr, vice-president of N. W. Ayer & Son, chairman of the association's program committee, presided.

NETWORK ACCOUNTS

New Business

STERLING DRUG Co., New York, on Dec. 10 starts for 52 weeks, "Rise & Shine" on 39 Don Lee Pacific stations, Mon.-Wed.-Fri. 7:15-7:30 a.m. (PST). Agency: Dancer-Fitzgerald-Sample, Chicago.

Net Renewals

PEPSODENT Co. of Canada, Toronto (toothpaste), Jan. 1 renews "Bob Hope Show" on 27 CBC Dominion network stations, Tues. 10-10:30 p.m. Agency: Ruthrauff & Ryan, Toronto.

ELECTRIC AUTO-LITE Ltd., Toronto, Jan. 5 renews "Dick Haymes Show" on 26 CBC Dominion network stations, Sat. 8-8:30 p.m. Agency: Ruthrauff & Ryan, Toronto.

PHILCO Corp., Philadelphia (radios, refrigerators), Dec. 2 renewed for 52 weeks "Philco Radio Hall of Fame" on American stations, Sun. 6-6:30 p.m. Agency: Hutchins Adv., Philadelphia.

PETER PAUL Inc., Naugatuck, Conn. (Choclettos, Charcoal Gum), Jan. 6 renews for 52 weeks, "Sam Hayes—News", on 14 American Pacific stations, Sun. 9-9:15 p.m. (PST). Agency: Brisacher, Van Norden & Staff, Los Angeles.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (Painless Parker toothpowder), Dec. 2 renewed for 52 weeks, "Band Concert", on 7 Don Lee Pacific stations, Sun. 11-11:30 a.m. (PST). Agency: McCann-Erickson, San Francisco.

CARTER PRODUCTS Inc., New York (Arrid), Jan. 6 renews Jimmie Fidler for 52 weeks on 181 American stations, Sun. 9:45-10 p.m. Agency: Small & Seiffer, N. Y.

Net Changes

BEKINS VAN & STORAGE Co., Los Angeles (moving, storage), Jan. 6 expands "Remember Hour" on 6 American Cal. stations to American western stations and shifts from Sun. 11:30-12 noon (PST) to Sun. 4:30-5 p.m. (PST). Agency: A. E. Brooks Adv., Los Angeles.

WM. NEILSON Ltd., Toronto (candy) has started quarter-hour transcribed program "Singing Sam" five times weekly on CKEY Toronto.

Vancouver's CKWX

First IN CANADA'S THIRD MARKET

1000 WATTS GOING TO 5000

Mutual Network

REPRESENTED BY WEED and Co.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Now is the time to sell in the "Heartland" area. Bumper crops have swelled farm incomes. Food processing plants and factories are going full speed. KGLO offers the best, most complete coverage of this prosperous market.

Sell your product by telling your message to the 293,080 radio families listening regularly to KGLO. Efficient merchandising service given by KGLO will help you.

Use KGLO and WTAD
Quincy, Illinois
A Natural Combination

kglo

MASON CITY Iowa

1300 K.C. 5,000 Watts

CBS Affiliate

Weed & Company, Rep.

A Lee STATION

Myles Loucks to Accept Post With Pa. Distributor

MYLES L. LOUCKS, former managing director of the FM Broadcasters Inc., on Jan. 1 joins the Careva Co., York, Pa. as south central Pennsylvania distributor for Stromberg-Carlson Co. receivers.

Mr. Loucks

A former newspaperman, Mr. Loucks was named managing director of FMBI upon its creation two years ago. He coordinated the organization's presentations during the allocations hearings before the FCC last year as head of the FMBI Washington office. Mr. Loucks submitted his resignation last summer upon completion of his mission, but the board prevailed upon him to remain until after a merger with NAB was effected. He is a brother of Philip G. Loucks, Washington communications attorney, former managing director of NAB and FMBI general counsel.

School Contest

SPELLING contests and quiz programs, pitting students of Johnstown and Gloversville, N. Y., against each other, are being conducted weekly by WENT Gloversville. Spelling bee, broadcast Tuesdays 7:30-8 p.m., sponsored by City National Bank of Gloversville, is for fifth, sixth, seventh, and eighth grade students, and cups will be presented to winning grades at contest's end, May 14. Inter-high school quiz program, broadcast Thursdays 8-8:30, is sponsored by Peoples Bank of Johnstown, and Trust Co. of Fulton County of Gloversville. Person submitting best question for use on quiz each week will get a dollar in war stamps; series will continue through May 16. Faculty members will help supervise both spelling contests and quiz shows.

A-N Game Telecast

ARMY-NAVY games Dec. 1, telecast by NBC on a three-station network, was seen by what is probably the largest group of fans ever to witness a grid classic. Thousands in New York, Philadelphia and Schenectady saw the game through video. It was sponsored by the Curtis Publishing Co., Philadelphia.

WJR Dividends

DIRECTORS of WJR Detroit have voted a quarterly dividend of 35 cents per share and an extra year-end dividend of 25 cents, both payable Dec. 13 to shareholders of record Dec. 5. The regular dividend is the 40th quarterly payment on common stock which was split two for one a few months ago.

Clear Channel Applications

(See Clear Channel Story This Issue)

Following is a list of applications pending before the FCC for assignment on Class I-A (clear) channels and for Class I-B (duplicated-clear). As of November 30 there were 40 applications for I-A assignments, which would result in breaking down of Clear Channels, and 91 for I-B assignments:

Legend: D-Day, N-Night, LS-Local Sunset, L-Limited, DA-Directional Antenna, S-Sharing, SH-Sharing Hours, U-Unlimited, D-N Day and Night use.

CLASS I-A U. S. CLEAR CHANNELS

640 KC (Dominant Station KFI Los Angeles)

General Broadcasting Co., Atlanta (New), 1 kw, DA, from LS to LS at Los Angeles, L-KFI.
KTBS, Shreveport, La., change freq. from 1480 kc, inc. power from 1 kw to 5 kw, DA-D-N.

650 KC (Dominant Station WSM Nashville)

KXRO, Aberdeen, Wash., change freq. from 1340, inc. power from 250 w to 1 kw.

660 KC (Dominant Station WEAF New York)

Suburban Broadcasters, Dearborn, Mich. (New), 1 kw, D.
KOWH, Omaha, Neb., inc. power from 500 w to 10 kw, change hrs. of op. from D to U, DA-D-N.
KOIN, Portland, Ore., change freq. from 970, inc. power from 5 kw to 50 kw, DA-D-N.
KSKY, Dallas, Tex., inc. power from 1 kw to 50 kw.

670 KC (Dominant Station WMAQ Chicago)

United Broadcasting Co., Inc., Silver Spring, Md., (New), 1 kw, L.

750 KC (Dominant Station WSB Atlanta)

KPAS, Pasadena, change freq. from 1110 kc, changes in DA for D-N use.
Arthur H. Croghan, Santa Monica (New), L-WSB, 1 kw.
KXL, Portland, Ore., change hrs. of op. from L-WSB to U.
Davenport Broadcasting Co., Davenport, Iowa (New), 250 kw, D.

770 KC (Dominant Station WJZ New York)

WCAL, Northfield, Minn., change hrs. of op. from S-KUOM to D (facilities to be rel. by KUOM).
WEW, St. Louis, inc. power from 1 kw to 50 kw, change hrs. of op. from D to U, DA-N.
KOB, Albuquerque, change freq. from 1030 kc, inc. power.
KXA, Seattle, inc. power from 1 kw to 10 kw, change hrs. from L to WJZ to U, DA-N.
KECA, Los Angeles, change freq. fr. 790 kc, inc. power from 5 kw to 50 kw, new DA, D-N.

820 KC (Dominant Stations WFAA Dallas—WBAP Ft. Worth)

WKAT, Miami Beach, change freq. from 1360 kc, inc. power from 1 kw to 50 kw, DA-N.
Crescent Broadcast Corp., Philadelphia (New), 1 kw, D.
KOL, Seattle, change freq. from 1300 kc, inc. power from 5 kw to 50 kw, DA, D-N.

830 KC (Dominant Station WCCO Minneapolis)

KWKW, Pasadena, change freq. from 1430 kc, inc. power from 1 kw to 5 kw.
Orange County Broadcasting Co., Santa Ana, Cal. (New), 5 kw, D.
The High Point Enterprise, Inc., High Point, N. C. (New), 1 kw, D.

840 KC (Dominant Station WHAS Louisville)

The New Britain Broadcasting Co., New Britain, Conn. (New), 1 kw, D.

870 KC (Dominant Station WWL New Orleans)

KTBI, Tacoma, Wash., change freq. from 1490 kc, change power from 250 w to 1 kw, change hrs. of op. from U to L.

880 KC (Dominant Station WABC New York)

The Eagle-Gazette Co., Lancaster, Ohio (New), 1 kw, D.
KDYL, Salt Lake City, change freq. from 1320 kc, inc. power from 5 kw to 10 kw, DA, D-N.
Farwest Broadcasting Co., Bellingham, Wash. (New), 1 kw, U.
KGA, Spokane, change freq. from 1510 kc, inc. power from 10 kw to 50 kw, change DA for N.

890 KC (Dominant Statins WENR Chicago—WLS Chicago)

Bay Cities Radio Corp., Santa Monica (New), 1 kw, D.

1020 KC (Dominant Station KDKA Pittsburgh)

Kaw Broadcasting, Inc., Topeka (New), 1 kw, D.

1040 KC (Dominant Station WHO Des Moines)

Northern Ohio Broadcasting Company, Amherst, Ohio (New), 1 kw, L-WHO.

1100 KC (Dominant Station WTAM Cleveland)

KJBS, San Francisco, inc. power from 500 w D-N. U, to 1 kw D, 500 w N (L).
The Bethlehem's Globe Publishing Co., Bethlehem, Pa. (New), 250 w, D.

1120 KC (Dominant Station KMOX St. Louis, Mo.)

Pottsville Broadcasting Co., Pottsville, Pa. (New), 250 w, L.

1200 KC Dominant Station WOAI San Antonio, Tex.)

Norfolk Broadcasting Corp., Norfolk, Va. (New), 250 w, D.
KVAK, Atchison, Kan., change freq. from 1450 kc, inc. power from 250 w to 1 kw, change hrs. of op. from U to D.
WHLD, Niagara Falls, change freq. from 1290 kc, and hrs. of op. from D to L.
WEMP, Milwaukee, change freq. from 1340 kc, inc. power from 250 w to 10 kw, DA.

1210 KC (Dominant Station WCAU, Philadelphia)

Hobart Stephenson, Centralia, Ill. (New), 1 kw, D.

CLASS I-A FOREIGN CLEAR CHANNELS

690 KC (Canadian)

KGGF, Coffeyville, Kan., inc. power from 500 w, 1 kw-LS to 1 kw, change hrs. from S. H. to U, DA—D-N.

730 KC (Mexican Frequency)

WWDC, Washington, D. C., change freq. from 1450 kc, inc. power from 250 w (with 100 w synchronous amplifier) to 50 kw, DA—D-N.
Durham Broadcasting Co., Inc., Durham (New), 500 w, D.
Western Carolina Radio Corp., Shelby, N. C. (New), 250 w, D.
Liberty Broadcasting Co., Pittsburgh (New), 1 kw, D.

740 KC (Canadian)

Arkansas Valley Broadcasting Co., Fort Smith, Ark. (New), 1 kw, U, DA-N.
Radio Broadcasting Inc., Hot Springs (New), 5 kw-LS, 1 kw, U, DA-N.
KSFO, San Francisco, change freq. from 560 kc, inc. power from 1 kw, 5 kw-LS, to 50 kw D-N, DA—D-N.
KQW, San Jose, Cal., change power from 5 kw to 50 kw, changes in DA for D-N use.
Central Florida Broadcasting Co., Orlando (New), 1kw, U, DA.
Angel Ramos, San Juan (New), 1kw, D.

800 KC (Mexican)

The Border Broadcasting Co., Dillon, S. C. (New), 1 kw, D.
Dixie Broadcasting Co., Montgomery (New), 250 w, D.
Chambersburg Broadcasting Co., Chambersburg, Pa. (New), 1 kw, D.
Camden Broadcasting Co., Camden, N. J. (New), 1 kw, D.

860 KC (Canadian)

KOAM, Pittsburgh, Kansas, change freq. from 810 kc, change power and hrs. of op. from 1 kw D to 5 kw, U, DA-N.
WNEL, San Juan, P. R., change freq. from 1320 kc, DA, D-N.
KNOW, Austin, Tex., change freq. from 1490 kc, inc. power from 250 w D-N to 5 kw D and 1 kw N, DA-N.
KGNC, Amarillo, Texas, change freq. from 1440 kc, and power from 5 kw D and 1 kw N to 5 kw D-N, DA-N.
Wisconsin Broadcasting System, Inc., Milwaukee (New), 250 w, D.

900 KC (Mexican)

Courier Broadcasting Service, Inc., Birmingham (New), 1 kw, D.
Wayne M. Nelson, Rockingham, N. C. (New), 1 kw, D.

990 KC (Canadian)

Oklahoma Television and Broadcasting Co., Tulsa (New), 1 kw, DA-N, U.
Wichtex Broadcasting Co., Wichita Falls, Tex. (New), 1 kw, D.

1010 KC (Canadian)

Santa Clara Broadcasting Co., San Jose (New), 1 kw, D.
Warren Davis, Yeager, and Ford Inc., Bloomington, Ind. (New), 1 kw, D.

1050 KC (Mexican)

San Mateo County Broadcasters, San Mateo, Cal. (New), 250 w, D.

1220 KC (Mexican)

WADC, Akron, change freq. from 1350 kc, inc. power from 5 kw to 50 kw.
WGAR, Cleveland, Ohio, inc. power from 5 kw to 50 kw, DA—D-N.

1570 KC (Mexican)

Central Valley Radio, Lodi, Cal. (New), 250 w, D.
Kenneth G. Zweifel, Freeport, Ill. (New), 1 kw, D.

1580 KC (Canadian)

Harold H. Thoms, Durham, N. C. (New), 1 kw, U.
Texas Broadcasters, Houston (New), 1 kw-LS, 500 w, U.
Frank R. Gibson, Lake Charles, La. (New), 1 kw, U.

CLASS I-B CLEAR CHANNELS

680 KC

WLAW, Lawrence, Mass., inc. power from 5 kw to 50 kw.
Herman Radner, Dearborn (New), 250 w, D.
Jose Ramon Quinones, San Juan, P. R. (New), 10 kw, U.
WMPS, Memphis, Tenn., change freq. from 1460, inc. power from 500 w N and 1 kw D to 5 kw N and 10 kw D, DA-N.

710 KC

KMPC, Los Angeles, inc. power from 10 to 50 kw, D-N, DA—D-N.
WPTL, Miami, inc. power from 10 kw to 50 kw, change DA for D-N.
WTCN, Minneapolis, change freq. from 1280 kc, inc. power from 1 kw, 5 kw-LS, to 10 kw, D-N.
WHB, Kansas City, change freq. from 880, power from 1 kw to 5 kw and hrs. of op. from D to U, DA—D-N.

810 KC

KGO, San Francisco, inc. power from 7½ to 50 kw, install new tr., and DA for D-N.
KCMO, Kansas City, change freq. from 1480 kc, inc. power from 1 kw, 5 kw-LS, DA-N, to 10 kw, 50 kw-LS, DA-N.

850 KC

The A. S. Abell Co., Baltimore [The Baltimore Sun] (New), 1 kw, U, DA.
The News and Observer Publishing Co., Raleigh (New), 1 kw, 5 kw-LS, U, DA-N.

940 KC

KUOM, University of Minnesota, change freq. from 770 kc, and hrs. of op. from S-WCAL to D.
KLPM, Minot, N. D., change freq. from 1390 kc, inc. power from 1 kw-DN to 5 kw D and 1 kw N, DA-N.
WMIL Broadcasting Co., Milwaukee (New), 250 w, D.
Independent Broadcasting Co., Des Moines (New), 250 w, 1 kw-LS, U.
Midwest Broadcasting Co., Mt. Vernon, Ill. (New), 500 w, D.
Bluegrass Broadcasting Co., Inc., Versailles, Kentucky (New), 1 kw, U.

(*Continued on page 80*)

More people listen to WAKR than to any other station heard in Akron*

* C. E. HOOPER SUMMER 1945 INDEX 8 A. M. TO 6 P. M.

LUCKMAN IS NAMED V-P OF LEVER BROS.

CHARLES LUCKMAN, president of Pepsodent Co., on Friday was named executive vice-president of Lever Bros., Pepsodent parent company. He assumes the new duties Jan. 1 in Boston.

Mr. Luckman

His business career started over 12 years ago when he joined Colgate - Palmolive-Peet Co. in the advertising department. Later transferred to the sales department, he rose within less than two years to divisional manager in charge of soap sales in six states with headquarters in Cincinnati.

In 1935 he joined the Pepsodent Co. as sales manager. The following year he became vice-president in charge of sales, and in 1937 vice-president in charge of sales and advertising. The next year he was named vice-president and general manager, then executive vice-president, and in 1943, president. In July 1944 Lever Bros. purchased the Pepsodent Co.

Boston Symphony Visits Home of Its Sponsor

THE BOSTON SYMPHONY Orchestra paid its annual visit to the home of its sponsor, Allis-Chalmers Mfg. Co., Milwaukee, Wis., to commemorate the 80th birthday of Jan Sibelius, Saturday, Dec. 8.

The weekly broadcast over American Broadcasting Co. was notable for several reasons. Mayor John L. Bohn greeted the orchestra and announced preliminary plans for Milwaukee's observance next year of the centennial of its founding, and a message was read on the broadcast from Mr. Sibelius, residing in his native Finland. Dr. Serge Koussevitzky, conductor of the Boston Symphony, had previously announced he would fete the Finnish composer during the season by presenting all of his major works. The climax, coming on his birthday, Dec. 8, included the Symphony Number 2 and Finlandia, two of the composer's greatest compositions.

As part of the special performance in Milwaukee, Chicago radio and trade editors were guests of the Allis-Chalmers company.

Connet Returns to KGW

PAUL H. CONNET is one sailor who had to leave the Navy to board a ship. The former commercial manager of KGW Portland, Ore., who has returned after 40 months in the service, spent his Navy hitch as a chief specialist in the recruiting division, and didn't hoist a seabag until his discharge in September freed him for a trip to Alaska. He rejoined KGW Nov. 20 as sales manager.

IF HE WANTS IT, HE'LL GET IT!

Maybe you think of a farmer as a man who saves pennies in a coffee can. Well, in Iowa he's got a safe-deposit box full of War Bonds and plenty of cash money besides! He's one of the world's best customers now—one of the world's best *prospects* for anything that can be made or sold!

The financial status of Iowa farmers is worthy of anybody's respect. For instance, their *average* income year-before-last was $7,672. In 1944 they had at least a 20% increase. This year and next, what with the call for all-out food production . . . well, make your own guess at the amount (and set the figure *high*)!

But even with a Park Avenue income, our prosperous Iowa farmers aren't looking for big-town type radio programs. What they want is what they've always had and will continue to get from their favorite station, KMA—hours daily devoted to their own type of music and to authoritative news and farm-information broadcasts—spoken by friends and lifelong neighbors.

Listeners must approve of KMA's policy, because they send us *twice as many letters as any other station in this area receives!*

KMA's story is that of a true farm station. Send for it—or just call Free & Peters.

KMA

AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.
Exclusive National Representatives

GOD SPEED THE PLOW!

Vastly significant to the economic wealth of a great portion of KFI's Primary Area is Southern California's agriculture industry. This endeavor, flourishing under the eternal sunshine, is big business representing an investment in land and equipment that is well past the billion dollar mark. Moreover, the annual value of crops produced runs around 734 million dollars which means a heavy purse of spending money for the 131,000 persons engaged in the business. Station KFI has long recognized the worth of making friends with the agriculture industry and to this end has, for five consecutive years, presented the "KFI Noon Farm Reporter" (daily 12:00-12:15 p.m.) in the interests of the soil. Now a nationally recognized radio feature, the program is headed by an able young fellow named Nelson McIninch. Though he was not born to the industry, Nelson has energetically tackled the job of finding the right source for latest accurate information on every phase of agriculture with high success. His program guests range from the unheralded growers of juicier oranges to our Secretary of Agriculture, Clinton P. Anderson. Nelson also spends much time in the field fraternizing with farm groups to draw out the industry's problems and afix KFI's call letters in individual minds. The result of all this fervent activity on the part of our "Reporter" is that a good will as strong as Gibraltar exists between agriculturalists and KFI —a factor that has a dollars and cents value for every advertiser on the station. In fact, a recent listener survey of farm families in Southern California showed that KFI stood head and shoulders above *all* Los Angeles competitors on both a daytime and night-time basis.

(A report on a felicitous situation existing at KFI that is of sufficient import to deserve this entire column.)

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

Canadians Plan For FM Allocations

Broadcasters Recommend CBC Designate 88-102 mc Band

By JAMES MONTAGNES

CANADIAN broadcasters are turning their attentions to FM.

Studies for power and antenna heights in population centers of Canada, permissive duplication of AM programs on FM stations operated by same owner, gradual adoption of FM, use of similar FM frequencies as in the United States were some of the recommendations made by the Canadian Association of Broadcasters to the board of governors of the Canadian Broadcasting Corp. at Ottawa late in November. The CAB made seven specific recommendations and pointed out that these could not be taken individually, but were dependent on each other.

CAB recommended:

That the same 100 channels (88-102 mc) as in the U. S. be set aside for Canadian FM broadcasting, and that 20 of these be reserved for educational broadcasting. This would be most economical as most set design is done in the U. S. Frequencies issued to Canadian stations should be so staggered as not to interfere with U. S. stations near the international boundary.

Four-Letter Calls

Licenses for FM should be granted to any FM licensees applying, and others should be granted licenses as in the public interest. Call letters should be of four letters.

Simultaneous broadcasting of the same program on AM and FM should be authorized, but should be permissible, rather than obligatory.

Satellite transmitters are to cover small centers of population or gaps in normal service areas due to peculiarities of FM transmission in some areas. A policy should be adopted on the question of maximum power, antenna height, and resulting service area on democratic principle and to serve the greatest public interest.

"We recommend each population center where a station is economically possible or proposed," the CAB stated, "should be studied by a committee consisting of representatives from the Dominion Bureau of Statistics, Association of Canadian Advertisers, Canadian Association of Advertising Agencies, CBC and CAB, and a definite normal wholesale service area be determined for that center. This would then be converted to effective power and antenna height maximums necessary to obtain the urban strength of 1000 microvolts per metre, and rural strength of 50 microvolts per metre within that service area.

"This effective power and antenna height would then be announced by the licensing authority as a maximum for the center and an opportunity given for public hearings of objections to the figure chosen. Once the ceiling for effective power and antenna height is fixed for each given center, all stations licensed in that center, irrespective of whether they are publicly or privately owned, should be permitted to go to the maximum if they so desire."

A five year study period is suggested to require stations to use the maximum permitted.

AM broadcasting in any area should not be dropped until nine out of ten listeners in that area have turned to FM.

The CBC board of governors meeting, receiving this brief from the CAB board of directors, was the first at which the new chairman, A. Davidson Dunton [BROADCASTING, Nov. 12], presided.

The meeting with the CBC board of governors followed an off-the-record meeting of Canadian broadcasters with CBC General Manager Augustin Frigon. Attending were broadcasters from all parts of Canada, including: Harry Sedgwick, CFRB Toronto, CAB chairman of the board; Glen Bannerman, Toronto, CAB president; A. Gauthier, CHLT Sherbrooke, CAB vice-chairman; W. J. Blackburn, CFPL London; H. B. Burgoyne and W. B. C. Burgoyne Jr., CKTB St. Catherines, Ont.; H. F. Dougall, CKPR Fort William, Ont.; W. A. Duffield, CKY Winnipeg; T. Drummie, CHSJ St. John, N. B.; F. H. Elphicke, CKWX Vancouver; Gerry Gaetz, CKRC Winnipeg; J. Humphreys, CJCH Halifax; Phil Lalonde, CKAC Montreal; W. C. Borrett, CHNS Halifax; M. Lefevre, CHLP Montreal; F. A. Lynds, CKCW Moncton, N. B.; A. A. Murphy, CFQC Saskatoon; G. R. A. Rice, CFRN Edmonton; Joseph Sedgwick, Toronto, CAB counsel; Ralph Snelgrove, CFOS Owen Sound, Ont.; Harry Dawson, Toronto, CAB engineer; Ken Soble, CHML Hamilton; and Lyn Spencer, KCAC Montreal.

WJNC Dedication Ceremonies

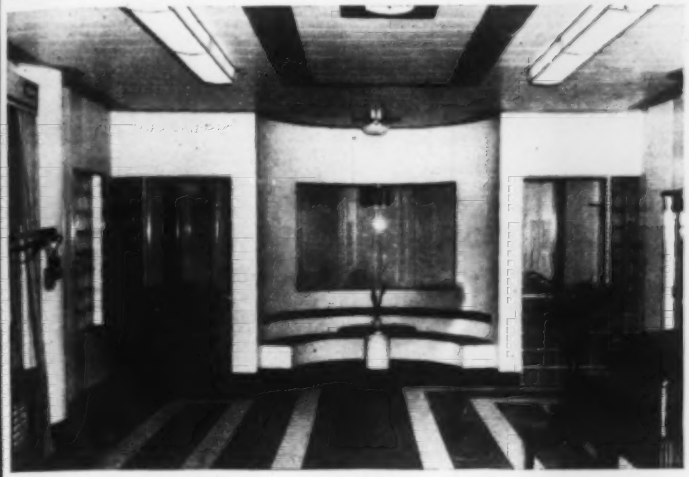
EXECUTIVES attending dedication ceremonies of WJNC Jacksonville, N. C., affiliated with eastern North Carolina regional Tobacco Network and Mutual, included (l to r, kneeling) Leland B. Nelson, sales manager, WGBR Goldsboro; Lester L. Gould, manager, WJNC; Ray Reeve, program director, Tobacco Network; Fred Lake, Walker Co., national representatives of Tobacco Network; (standing): Harry G. Bright, general manager of WGBR and secretary of Tobacco net; Lewis N. Howard, president of Tobacco net and of WHIT New Bern and WJNC; Allen Wannamaker, manager of WGTM Wilson and treasurer of Tobacco Network; Paul Moyle, commercial manager, WFNC Fayetteville; Fred Fletcher, manager, WRAL Raleigh; Philip F. Whitten, general sales manager, Tobacco net. Dedication program included address by Rep. Graham A. Barden (D.-N. C.) and a banquet.

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

WMFR Moves to New Quarters



NEW STUDIOS and offices of WMFR High Point, N. C., were opened Nov. 28 with a special broadcast in which local civic organizations as well as station personnel participated. One of new studios is pictured above. Designed by Gary Davis, WMFR engineer and program manager, headquarters are on eighth floor of Security National Bank Building, next door to building where basement studios formerly were maintained. WMFR, an American affiliate operating with 250 w on 1230 kc, celebrates 10th anniversary this month. It is owned by J. E. Lambeth family with Mrs. Helen M. Lambeth, a partner, as manager. The Lambeths also operate WGBG Greensboro.

RCA May Market Video Receivers By Spring, Store Admen Are Told

RCA hopes to have television transmission equipment ready by summer and to start putting video receivers on the market in the late spring, T. A. Smith, executive of RCA Victor's engineering products division, said Tuesday at a meeting of several hundred department store advertising and display executives who also heard reports of the demonstration of intra-store television at Gimbels-Philadelphia.

The group was entertained at cocktails by W. L. Stensgaard & Associates, creators of the window displays used by the store in connection with the video experiment, which were on exhibit. Session, held at the McAlpin Hotel, New York, also included a 20-minute video program, including movies of the Gimbel's television operation and of the Army-Navy game, telecast expressly for the gathering by WNBT, NBC's video station in New York.

"No store that expects to do business in the next ten years can do without television, intra-store or on the air," David Arons, publicity director of Gimbels-Philadelphia, told the group. When merchandise was shown by models, fashion-show manner, shoppers evinced interest, but sales were not increased. But when the use of the goods was demonstrated, there was an immediate sales effect, he said. A demonstration of hair-styling resulted in record business for the store's beauty salon, he stated.

Mr. Arons reported that the 10-minute program length used by Gimbels seemed about right, but added his conclusion that in a few years when the novelty of intra-store television has worn off five minutes will be the maximum for this type of video commercial, with two minutes probably adequate. Demonstrations were more successful than entertainment, he said, reporting that a questionnaire distributed at the store showed 25% of the women wanting more merchandising. That may have been a reflection on the quality of the entertainment, he added. Survey showed that 70% of those answering were seeing television for the first time, he said.

Predicting that "stores will sell time on a cooperative basis and that manufacturers of consumer goods will develop traveling shows, props and films for intra-store television," Mr. Stensgaard declared that television in the store "will pay its own way by direct sales, increased traffic and better dispersion of traffic throughout the various floors and sections of the store.

"But, most of all," he concluded, it will pay out "because of its ability to do a more interesting visual demonstration that is most convincing to the senses of sight and hearing combined."

John K. West, public director of RCA Victor, who presided at the meeting, said that the first video sets this company will put on sale will be the lower-priced units, selling from under $200 to about $500. To illustrate the potential market for these sets, he cited a survey made by Elmo Roper which reported that while 80% of the population have never seen television, 53% want to buy sets when they can get them.

In his discussion of pick-up and transmission equipment for television, Mr. Smith described the telecast of the Army-Navy game as an example of what the video audience may expect. Citing the effectiveness of the new image-orthicon tube, which got its first real workout that day, Mr. Smith said its sensitivity surpasses that of any camera, still or motion picture. At Madison Square Garden, he reported, the camera was focussed on the brightly lit boxing ring and then, without any change, swung to show a celebrity in the audience, getting both pictures with equal clarity.

ATS Sales Meeting

AMERICAN Television Society will hold a panel discussion on retailing television sets at a luncheon at the Hotel Sheraton, New York, on Dec. 11. Dave Wagman, radio and television sales manager, Bruno-New York Inc., will be chairman. Speakers: Maj. David Davis, manager, radio and television department, R. H. Macy & Co., New York; Albert M. Berg, vice-president, Arnold Constable & Co.; Lawrence Moore, merchandise manager, Frederick Loeser & Co.

Christmas Nickels

CHRISTMAS SEASON starts early in Vancouver where CJOR has had a Nickel Club for nine years. Started when Newscaster Dick Diespecker thought some listeners might want to contribute small amounts to the Vancouver Welfare Federation for Christmas cheer for needy children, the CJOR Nickel Club is now an annual institution, with membership open to all who have "a kind heart, a sense of humor, and a nickel". All contributions are acknowledged on the air.

Richard Hubbell's
"TELEVISION PROGRAMMING AND PRODUCTION"

DIRECTION
ACTING
ADVERTISING
BROADCASTING
WRITING
DESIGNING, ETC.

JUST OUT!

A MURRAY HILL BOOK

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Technical limitations and possibilities are detailed from the all-essential program standpoint. Writing—acting—directing—advertising—production—designing—and Television's relation to theatre and the movies are but a few of the subjects covered.

50 selected photos illustrating specific productions and production problems provide in themselves a highly valuable course of instruction in this latest of the Arts. In addition, numerous easily understood line drawings vividly illustrate production principles and problems.

The first book of its kind, TELEVISION PROGRAMMING & PRODUCTION will serve as an invaluable guide and inspiration to all who aim to participate in Television's coming of age. 207 pages. Price $3 ($3.25 foreign).

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on the Most Advanced Television Techniques — both Here and Abroad.

YOUR BOOKSELLER HAS IT
. . . or send coupon today !

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Dept. BR-125,
232 Madison Ave., New York 16, N. Y.

Rush a copy of Hubbell's TELEVISION PROGRAMMING AND PRODUCTION. ☐ $3 enclosed ($3.25 foreign); or ☐ send C.O.D. for this amount plus postage (no foreign C.O.D.'s.)

Name .....

Street .....

City & State .....

Picture of the power of CONCENTRATION on WNAB

BASIC-AMERICAN IN BRIDGEPORT, CONN.

Concentrated Audience in the Nation's 59th Market

You may not set the world on fire, but we can make the Nation's 59th Market a hot-spot on your sales map. Programming *of, by* and *for* Bridgeport means *concentrated* audience; a sure-fire route to your share of almost $100,000,000 in Retail Sales.

AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMBEAU

SPONSOR, STAR, agency and press get together backstage following the labor victory show *Truth or Consequences* in Chicago. Left to right they are: Gil Ralston, director of nighttime radio for Procter & Gamble; Ralph Edwards, creator and conductor of show; Murray Bolen, Hollywood manager of Compton Agency; Jack Ryan, NBC Chicago press mgr.

CCNY Plans Awards

PLAQUES and certificates of merit for creation of outstanding commercial radio programs and promotion campaigns will be awarded broadcasters, advertisers, agencies and program producers by New York City College at Second Annual Radio and Business Conference scheduled next spring by the college's School of Business Administration, says Dr. Robert A. Love, head of the school's evening session and conference director. Deadline for entries is Jan. 31, 1946. Details may be obtained from Dr. John Gray Peatman, chairman of the awards committee, at CCNY, 17 Lexington Ave., New York 10, N. Y.

RWG Contract

THREE-YEAR PACT with Radio Writers Guild, Hollywood chapter, has been signed by American Broadcasting Co. covering network's nine Hollywood newswriters. Contract, retroactive to Nov. 1, sets minimum of $271 monthly for starting newsmen, with increase to $300 after year's service. Other features include five-day, 40-hour week, time and a half for overtime and three weeks vacation with pay. Sam Moore, RWG president, and Margaret Kalisch represented guild in negotiations with Don Searle, American western division vice-president, and Don Tatum, network attorney.

WDOD SINCE 1925*

*THE BEGINNING OF RADIO IN CHATTANOOGA

CBS doing the best job in Chattanooga

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

First in Chattanooga

Clear Channel Applications

(*Continued from page 77*)

1000 KC

WCFL, Chicago, inc. power from 10 to 50 kw, DA—D-N.
KOMO, Seattle, inc. power from 5 kw to 50 kw, DA-N.

1030 KC

KARM, Fresno, Cal., change freq. from 1430 kc, req. facilities of KOB, Albuquerque, changes in DA.
Fort Wayne Broadcasting Inc., Ind. (New), 1 kw, D.
Fred Jones Broadcasting Co., Tulsa (New), U. 50 kw, DA-N.
KWSC, Pullman, Wash., change freq. from 1250 kc. power from 5 kw D-N to 5 kw D, 1 kw N and hrs. of op. from S-KTW, to U.

1060 KC

KFRE, Fresno, Cal., change freq. from 1340 kc, inc. power from 250 w to 1 kw.
KROY, Sacramento, Cal., change freq. from 1240 kc, inc. power from 250 w to 5 kw DA-N.
Deep South Broadcasting Corp., New Orleans (New), 10 kw, 50 kw-LS, U, DA.
WNOE, New Orleans, change freq. from 1450 kc, inc. power from 250 w to 50 kw DA—D-N.
Palladium Publishing Co., Benton Harbor, Mich. (New), 250 w, D.
Myles H. Johns, Milwaukee (New), 1 kw, D.

1080 KC

WINN, Louisville, change freq. from 1240 kc, inc. power from 250 w to 1 kw N and 5 kw D, DA—D-N.
Mid-America Broadcasting Corp., Louisville (New), 1 kw, 5 kw-LS, U. DA—D-N.
Lake Superior Broadcasting Co., Duluth (New), 10 kw, U. DA.

1090 KC

KTHS, West Memphis, Ark., change power from 1 kw, 10 kw-LS, to 25 kw, 50 kw-LS, DA-N.
KEVR, Seattle, Washington, inc. power from 250 w to 10 kw, inst. new trans. and DA for D-N.

1110 KC

Rahall Broadcasting Co., Inc., Norristown, Pa. (New), 500 w, D.
Bay City Broadcasting Co., Bay City, Tex. (New), 1 kw, U.

1130 KC

San Diego Broadcasting Co., San Diego (New), 1 kw, DA, U.
Syndicate Theatres, Inc., Columbus, Ind. (New), 500 w, D.

1170 KC

Finley-McKinnon Broadcasting Co., San Diego (New), 5 kw, DA, U.
Valley Broadcasting Co., San Jose (New), DA, 5 kw, U.

1190 KC

WOWO, Ft. Wayne, Ind., inc. power from 10 kw to 50 kw, DA-N.
Davidson County Broadcasting Co., Lexington, N. C. (New), 250 w, D.
KEX, Portland, Oregon, inc. power from 5 kw to 50 kw, DA-N.

1500 KC

San Jose Broadcasting Co., San Jose, Cal. (New), 1 kw, DA, U.
Methodist Radio Parish, Inc., Flint, Mich. (New), 250 w, D.

1520 KC

Calumet Broadcasting Corporation, Hammond, Ind. (New), 5 kw, D.
KOMA, Oklahoma City, inc. power from 5 kw to 50 kw, DA-N.
Radio Air Ways, Inc., Eugene, Ore. (New), 1 kw, U.
WPRP, Ponce, P. R., change freq. from 1420 kc, inc. power from 100 w, 250 w-LS to 1 kw, 5 kw-LS hrs.

1550 KC

Atlanta Radio Enterprises, Inc., Atlanta (New), 10 kw, U. DA.
Thomaston Broadcasting Co., Atlanta (New), 10 kw, U.
Associated Broadcasters, Inc., Indianapolis (New), 250 w, D.
James A. Noe, Shreveport (New), 250 w, U.
Frank H. Ford, Shreveport (New), 250 w, U.
WSOC, Charlotte, N. C., change freq. from 1240 kc, inc. power from 250 w to 50 kw DA-N.

1560 KC

The Times Picayune Publishing Co., New Orleans (New), 500 w, 1 kw-LS-U.

War Declaration, Bonds Theme of WEAF Shows

SPECIAL programs on the fourth anniversary of America's declaration of war on Japan and NBC's Victory Bond drive were presented on WEAF New York Dec. 8.

Using network's slogan for the day, "Peace is Worth Paying For", Ray Barrett opened the station at 5:30 a.m. with a plea for continued purchase of bonds. Don Lerch, on *Modern Farmer* program, broadcast a transcribed interview with the farm family buying most bonds during war. Special program of Treasury Dept. bond songs highlighted *Morning in Manhattan*, and special music was also featured on Adelaide Hawley program and Jack Arthur show. Rod Hendrickson on his *This Business of Living* gave a history of the fourth anniversary of our declaration of war, and Frederick W. Gehle, chairman of the New York State War Finance Committee, summarized results of the bond drive on *Music of Manhattan*.

Pierre Van R. Key

PIERRE VAN R. KEY, 73, music critic, editor of the "Musical Digest", and a frequent music commentator on the radio, died Nov. 28 at St. Luke's Hospital, New York. Mr. Key was director of many radio programs, and had made numerous radio appearances as speaker.

Used Car Dealers Off

BECAUSE of unsavory methods of operation by many southern California used car dealers, KFAC Los Angeles starting Dec. 3 eliminated that type of sponsor from the station. New automobile dealers will continue to be welcome, according to Calvin J. Smith, station manager. He declared that although within the law, used car dealers super salesmanship tactics could not meet with station policy.

WJHP JACKSONVILLE, FLA

NORTHERN FLORIDA'S BEST RADIO "BUY"

• Send for Details •

Represented by JOHN H. PERRY ASSOCIATES

Opinion in Ashbacker Case

See Story This Issue

Following is the full text of the majority opinion of the Supreme Court of the United States in Ashbacker Radio Corp. vs. FCC, decided on Dec. 3. The opinion, delivered by Associate Justice Douglas, was concurred in by Chief Justice Stone and Justices Murphy, Reed and Burton. Associate Justice Frankfurter delivered a dissenting opinion, concurred in by Justice Rutledge. Associate Justice Black did not participate as is his custom in cases involving the FCC because his brother-in-law, Clifford J. Durr, is a member of the FCC. Associate Justice Jackson took no part, being on special assignment in Nuremberg on the Nazi War Crimes trial.

The opinion follows:

The primary question in this case is whether an applicant for a construction permit under the Federal Communications Act (48 Stat. 1064, 47 U. S. C. § 151) is granted the hearing to which he is entitled by § 309(a) of the Act,[1] where the Commission, having before it two applications which are mutually exclusive, grants one without a hearing and sets the other for hearing.

In March, 1944, the Fetzer Broadcasting Company filed with the Commission an application for authority to construct a new broadcasting station at Grand Rapids, Michigan, to operate on 1230 kc with 250 watts power, unlimited time. In May 1944, before the Fetzer application had been acted upon, petitioner filed an application for authority to change the operating frequency of its station WKBZ of Muskegon, Michigan, from 1490 kc with 250 watts power, unlimited time, to 1230 kc. The Commission, after stating that the simultaneous operation on 1230 kc at Grand Rapids and Muskegon "would result in intolerable interference to both applicants," declared that the two applications were "actually exclusive." The Commission upon an examination of the Fetzer application and supporting data granted it in June 1944 without a hearing. On the same day the Commission designated petitioner's application for hearing. Petitioner thereupon filed a petition for hearing, rehearing and other relief directed against the grant of the Fetzer application. The Commission denied this petition, stating,

"The Commission has not denied petitioner's application. It has designated the application for hearing as required by Section 309(a) of the Act. At this hearing, petitioner will have ample opportunity to show that its operation as proposed will better serve the public interest than will the grant of the Fetzer application as authorized June 27, 1944. Such grant does not preclude the Commission at a later date from taking any action which it may find will serve the public interest. In re: Berks Broadcasting Company (WEEU), Reading, Pennsylvania, 8 FCC 427 (1941); In re: The Evening News Association (WWJ), Detroit, Michigan, 8 FCC 552 (1941); In re: Merced Broadcasting Company (KYOS), Merced, California, 9 FCC 118, 120 (1942)."

Petitioner filed a notice of appeal from the grant of the Fetzer construction permit in the Court of Appeals for the District of Columbia, asserting that it was a "person aggrieved or whose interests are adversely affected" by the action of the Commission within the meaning of § 402(b) (2) of the Act.[2] The Commission filed a motion to dismiss the appeal for want of jurisdiction on the part of the court to entertain it. This motion was granted without opinion. The case is here on a petition for a write of certiorari which we granted because of the importance of the question presented.

Our chief problem is to reconcile two provisions of § 309(a) where the Commission has before it mutually exclusive applications. The first authorizes the Commission "upon examination" of an application for a station license to grant it if the Commission determines that "public interest, convenience, or necessity would be served" by the grant.[3] The second provision of § 309(a) says that if, upon examination of such an application, the Commission does not reach such a decision, "it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may describe."[4] It is thus plain that § 309(a) not only gives the Commission authority to grant licenses without a hearing, but also gives applicants a right to a hearing before their applications are denied. We do not think it is enough to say that the power of the Commission to issue a license on a finding of public interest, convenience or necessity supports its grant of one of two mutually exclusive applications without a hearing of the other. For if the grant of one effectively precludes the other, the statutory right to a hearing which Congress has accorded applicants before denial of their applications becomes an empty thing. We think that is the case here.

The Commission in its notice of hearing on petitioner's application stated that the application "will not be granted by the Commission unless the issues listed above are determined in favor of the applicant on the basis of a record duly and properly made by means of a formal hearing." One of the issues listed was the determination of "the extent of any interference which would result from the simultaneous operation" of petitioner's proposed station and Fetzer's station. Since the Commission itself stated that simultaneous operation of the two stations would result in "intolerable interference" to both, it is apparent that petitioner carries a burden which cannot be met. To place that burden on it is in effect to make its hearing a rehearing on the grant of the competitor's license rather than a hearing on the merits of its own application. That may satisfy the strict letter of the law but certainly not its spirit or intent."[5]

The Fetzer application was not conditionally granted pending consideration of petitioner's application. Indeed a stay of it pending the outcome of this litigation was denied. Of course the Fetzer license, like any other license granted by the Commission, was subject to certain conditions which the Act imposes as a matter of law. We fully recognize that the Commission, as it said, is not precluded "at a later date from taking any action which it may find will serve the public interest." No licensee obtains any vested interest in any frequency.[6] The Commission for specified reasons may revoke any station license pursuant to the procedure prescribed by § 312(a) and may suspend the license of any operator on the grounds and in the manner specified by § 303(m). It may also modify a station license if in its judgment "such action will promote the public interest, convenience, and necessity, or the provisions of this chapter * * * will be more fully complied with." § 312(b). And licenses for broadcasting stations are limited to three years, the renewals being subject to the same considerations and practice which affect the granting of original applications. § 307(d). But in all those instances the licensee is given an opportunity to be heard before final action can be taken.[7] What the Commission can do to Fetzer it can do to any licensee. As the Fetzer application has been granted, petitioner, therefore, is presently in the same position as a newcomer who seeks to displace an established broadcaster. By the grant of the Fetzer application petitioner has been placed under a greater burden than if its hearing had been earlier. Legal theory is one thing. But the practicalities are different. For we are told how difficult it is for a newcomer to make the comparative showing necessary to displace an established licensee. Peoria Broadcasting Co. and Illinois Broadcasting Co., 1 F. C. C. 167. No suggestion is made here as in Matheson Radio Co., Inc., 8 F. C. C. 427 or The Evening News Association, 8 F. C.

(Continued on page 84)

[1] Sec. 319 relates to applications for construction permits. But since such applications are in substance applications for station licenses (Goss v. Federal Radio Commission, 67 F. 2d 507, 508) the Commission in such cases uniformly follows the procedure prescribed in § 309(a) for station licenses.

[2] The relevant provisions of § 402(b) read as follows:

"An appeal may be taken, in the manner hereinafter provided, from decisions of the Commission to the United States Court of Appeals for the District of Columbia in any of the following cases:

". . . .

"(2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application."

[3] Sec. 307(a) provides, "The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this chapter, shall grant to any applicant therefor a station license provided for by his chapter."

[4] Sec. 309(a) reads as follows:

"If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding. In the event the Commission upon examination of any such application does not reach such decision with respect thereto, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe."

[5] The Commission recognizes in its regulations the desirability of hearing such related matters at the same time or in consolidated cases. By § 1.193, 47 Code Fed. Reg. Cum. Supp. it is provided:

"In fixing dates for hearings the Commission will, so far as practicable, endeavor to fix the same date for separate hearings (a) on all related matters which involve the same applicant, or arise out of the same complaint or cause; and (b) for separate hearings on all applications which by reason of the privileges, terms, or conditions requested present conflicting claims of the same nature."

And by § 1.194, 47 Code Fed. Reg. Cum. Supp. it is provided:

"The Commission, upon motion, or upon its own motion, will, where such action will best conduce to the proper dispatch of business and to the ends of justice, consolidate for hearing (a) any cases which involve the same applicant or arise from the same complaint or cause, or (b) any applications which by reason of the privileges, terms, or conditions requested present conflicting claims of the same nature."

[6] See §§ 301, 304, 307(d), 309(b)(1) of the Act. "The policy of the Act is clear that no person is to have anything in the nature of a property right as a result of the granting of a license." Federal Communications Commission v. Sanders Bros. Radio Station, 309 U. S. 470, 475.

[7] For the regulations of the Commission governing these procedures see 47 Code Fed. Reg. Cum. Supp. § 1.401 (revocation), § 1.359 and § 1.402 (modification), § 1.411 and § 1.412 (suspension), § 1.360 (renewal).

KOIN

It takes an informed community to do a community job.

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.

Texarkana's only radio outlet, delivering a primary coverage to 239,330 people in the 4 States Area.

For information and availabilities, write or wire Frank O. Myers, Manager KCMC, Texarkana, U. S. A.

Resources — Agriculture, livestock production and marketing, railroads, 52 industrial plants, adequate retail and wholesale markets, and a vast supply of high quality natural gas from nearby oil fields for industrial and domestic uses.

Miss Gertrude Scanlon
Batten, Barton, Durstine & Osborn, Inc.
New York City
Dear Gert:
Last summer I used to be afraid to step out of the radio station because of the awful reckless drivers whizzin' up and down Charleston's streets . . . but now it's all been changed, why it's even safe for you to come down and visit us now . . . and speakin' of this safety, I like to think that it's all on account of the "Traffic Court" program we broadcast once a week. The Municipal Judge down here conducts a special session of court every Thursday in which all the traffic violators for the week appear. We transcribe the whole thing and broadcast it later that night . . . the programs used to last more than an hour but last week the court session lasted only 19 minutes. An official of the American Bar Association dropped in last week and said that this was a good example of what could be done to make people more safety conscious . . . just another WCHS public service.

Yrs.,
Algy

WCHS
Charleston, W. Va.

BALTIMORE'S
Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER, President — GEORGE H. ROEDER, General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

On The Service Front

'Humidity House' Breaks Monotony

"THIS is Humidity House." To troops in India, China, Burma and even Tibet this is the signal of a break in the monotony of the Far Eastern service, often the only entertainment they have.

Humidity House is Radio Station VU2ZV, "at the crossroads of Asia on the air". It is the only Armed Forces Radio Service station with listeners in all four countries. The signal from the little station in Assam, India, reaches boys in the ATC winging their way over the Hump, GI's snaking through jungle clearings in Burma operating the railway, a lonely group of engineers "sweating it out" along the Ledo Road, staff officers meeting at headquarters in Chungking, and Delhi. The jobs sound interesting. They can be pretty dull after six months, a year or two or three.

But from 6 a.m. to midnight, Humidity House brings the needed relief with sports broadcasts, transcribed Hope, Benny, Fibber McGee, and other top Stateside shows, news, and "live" entertainment.

Among special features is the Assam Society for the Prevention of Discrimination Against Idaho Porcupines, with GI membership up in the hundreds. It was T/4 Mack Fuller's idea, growing out of an Army News Service item on porcupine persecution. He is the program director, performing the same job he held at KOMA Oklahoma City.

"Commercials" include such stunts as that used for insect precautions. "Calling all mosquitos! Calling all mosquitos! To Barney's . . . Tent 17. The sucker's got his net up . . . take all you want and drink all you take . . . His blood's on the house. Calling all mosquitos!"

Humidity House's staff, when last heard from, was headed by Capt. Frank Goss of KNX Los Angeles. Corp. Pat Bishop, news editor, is from KFI-KECA Los Angeles. Station manager is Corp. Jay Jackson, ex-senior announcer of WBNS Columbus. T/4 Fuller of KOMA Oklahoma City is program director. Newsman and musical director is Ray Owens, who played trumpet in Jimmy Dorsey's orchestra. Frank Soares, theater and radio actor in San Francisco, handles administrative details and announcing. T/5 Gene Sayet, control man with WIP Philadelphia, is engineer.

* * *

Jackpot at Crowder

TWO GI's of the Camp Crowder (Mo.) Radio branch hit the jackpot last week when 11 of their shows won prizes in the radio contest sponsored by the Seventh Service Command, comprising 9 states and about 50 radio productions weekly. Servicemen are Sgt. Ben Park and Cpl. Jeroam Stagg.

Sgt. Park is former production manager of WHA Madison, Wis., and Cpl. Stagg wrote scripts for *Hollywood Mystery Playhouse*, John Nesbitt's *Passing Parade* and *Frank Fay Show*. They are responsible for writing, producing and directing shows from Camp Crowder for service and civilian listening, through commercial outlets in the area. Among the shows are: *Willie Williams P.V.T., Jubilee Time, GI Storyteller, From an Army Chapel*, and others.

LAST LOOK at Berlin before heading homeward are these Army PRO-ites on the steps of the Olympic Stadium (l to r) Lt. Col. Barney Oldfield, formerly with KFAB-KFOR-KOIL Omaha and Lincoln; Lt. Robert Schulberg, Warner Bros. publicity, New York and Hollywood, and Lt. George E. Fuller, former announcer, WFBR Baltimore. All three are with 82nd Airborne Division and conducted the radio and press campaign to save Division for regular Army. Division returns in January.

* * *

Kaner in AFRS Job

WALTER KANER, publicity director of WLIB New York, is now handling publicity for the AFRS in the Japan-Korea area.

* * *

Service Show on KGMB

NEWS of special interest to servicemen and veterans is being broadcast daily over KGMB Honolulu in the program *Stars and Stripes News*. Started Nov. 26, five-minute newscast is aired by the middle Pacific edition of the Army's daily newspaper, *Stars and Stripes*. Handling program are Sgt. Bill Baldwin, former announcer with KSO and KRNT Des Moines and Sgt. Gordon Davis, writer for KIRO Seattle and KFRC San Francisco. KGMB is also making the show available to KHBC Hawaii and KTOH Kauai.

* * *

Army Show in Oahu

NEW RECRUITING show, *The Army Takes the Air*, has started for troops in Hawaii. Weekly series originates from Fort Shafter, Oahu, through the cooperation of KGMB Honolulu and the U. S. Army Recruiting Office. Lt. James DeWolfe is producer. The program features military marches, popular and semi-classical music.

In The Public Service

Wheel Chair Search

JOE BROWN, m.c. of the Saturday morning kid show on WRVA Richmond, was "middle man" in satisfying the requests of two listeners. A Norfolk, Va., detective had sought his aid in finding a wheel chair for a 14-year-old polio victim. Next day, when he went to Norfolk to rehearse the show, he conferred with the detective and the boy's mother. The talks were interrupted by a telephone call from a regular listener at nearby Ocean View, Va., who had a wheel chair and wanted Mr. Brown to help her get rid of it. Forty-one minutes later, with the aid of the Norfolk police department, the boy was sitting in his wheel chair.

* * *

Fire Victims Aided

CONTRIBUTIONS totaling $2,221.02 have been received in the campaign being conducted by WMAL Washington and the *Washington Evening Star* to reimburse the family of 18-year-old Billy Ryan for loss of clothing and possessions in a fire which destroyed their Washington home. Billy, who saved the lives of five members of his family by carrying or leading them to safety or "pushing them out the window", as he described it, was interviewed on WMAL's *Headline Edition* program at 7 p.m. the day of the fire.

* * *

Found by WGTM

SUCCESS of *Lost and Found Column* on WGTM Wilson, N. C., is becoming even more pronounced in its ninth year. Last week the program reported loss of a wallet containing $85 and important papers. Two days later a farmer returned it with all contents intact. He declined the reward, said he was glad he had been listening to the program. A few days later someone lost $750 and valuable papers. The next morning a cab driver brought the wallet and all it contained to the station.

In Southern New England People are in the Habit of Listening to WTIC

WTIC 50,000 WATTS
DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

Radio Support of Victory Loan Praised by War Finance Head

HIGH PRAISE for radio's promotion of Victory Bond sales came last week from Ted R. Gamble, National Director of War Finance, as networks and local stations extended themselves in the bond drive's closing days.

"Radio's support was about the brightest spot in the Victory Loan Drive," he told BROADCASTING.

Mr. Gamble was enthused about airways filled with cogent arguments why America's radio listeners should buy bonds before the drive's deadline last Saturday.

Last day of the drive saw NBC keying all sustaining programs and most commercials to bond promotion. Additionally the network broadcast a 2-5 p.m. show exclusively for the bond drive, featuring pickups from affiliates, and a 12 o'clock midnight to 12:55 a.m. Sunday pickup of "victory dances" across the nation.

Other networks had devoted nearly full days of bond drive time earlier in the campaign: American on October 29, opening day of the drive; Mutual on Armistice Day and CBS on Thanksgiving.

Meanwhile, local stations, cooperating with national and local War Finance committees, boosted bonds as enthusiastically.

On Saturday one of the features of NBC's all-bond day was General of the Army George C. Marshall, former Chief of Staff, who was guest speaker on *Our Foreign Policy*, at 7:15 p.m.

The same day American emphasized Victory Loan sales on *Piano Playhouse*, *Correspondents Abroad*, Don McNeill's *Breakfast Club*, and other programs. CBS plugged bonds on *Grand Central Station*, *Crime Photographer*, *Report to the Nation*, *Mayor of the Town*, and the *Treasury Band Stand*. Mutual's *Sports Parade*, *Leave It to the Girls*, Art Mooney's orchestra, and *Let's Finish the Job* also gave time to bond sales.

Meanwhile, the Treasury announced that originations during the Nov. 11-17 period, just compiled, showed a big jump over the previous week, especially in spots and one-hour programs. Among originations were: *Treasury Salutes*, 2,936; *Music for Millions*, 3,059; *Sports Personalities Speak*, 2,575; *Industrial Leaders Speak*, 2,173; Crosby recording, 2,647.

Roundup of spots showed 47,205 regular length announcements during the week, up 10,000 from the week before. In addition there were 1,030 two-minute spots, 725 quarter-hour programs, 340 half-hour programs and 93 one-hour programs, to mention a few of the categories.

Although the drive officially closed at midnight Saturday, sales results will not be known until after Jan. 1, War Finance headquarters reported. Reason is that all bonds and stamps purchased during the rest of December will be added to the total drive sales.

With the Victory Loan Drive concluded, the Treasury opened a new campaign to sell bonds as Christmas gifts. Lt. David Levy, USNR, Chief of the Radio Section, Treasury's War Finance Division, said his office had prepared 25 station breaks, 25 30-second and 25 one-minute announcements promoting bonds as Christmas gifts. The announcements started yesterday and were to supplement the thrice-weekly Treasury Salute transcriptions which will be continued at least until next July 1.

A total of $300,000 worth of bonds was sold on the *Quiz Kids* show Dec. 2 which was staged in the ballroom of the Mayflower Hotel, Washington, D. C. The broadcast omitted commercials, featured the famed Quiz Kids matching wits with four Senators: Ball, Minn.; Murdock, Utah; Stanfill, Ky., and Taylor, Idaho. Admission to show was by bond buying.

Eid Predictions

PREDICTIONS of Leif Eid, NBC Washington commentator, on his Dec. 3, 6:05 p.m. broadcast, about key naval posts, came true Dec. 4 when Fleet Adm. Chester W. Nimitz replaced Fleet Adm. Ernest J. King as Chief of Naval Operations, and Rear Adm. Dewitt C. Ramsey, Commander in Chief of Pacific Fleet, was appointed Vice-Chief of Naval Operations, succeeding Adm. Frederick J. Horn.

American Honored

IN RECOGNITION of American Broadcasting Co. cooperation with Hollywood Canteen services, directors presented special award certificate to network. George Lewis, manager of Hollywood newsroom, accepted award on behalf of network. Special awards also were presented to Louella Parsons and Hedda Hopper, American commentators who greatly assisted canteen in its program.

New Farm Committee Of NAB Holds Meeting

NEWLY CONSTITUTED Committee of the National Association of Broadcasters, Agricultural Directors Committee, aimed to offer suggestions to the NAB on how agricultural broadcasting can be extended and improved, conveniently met in Chicago Dec. 4-5 following the second annual convention of the National Association of Radio Farm Directors Dec. 2-3, Stevens Hotel, Chicago. Committee consists of Larry Haeg, WCCO Minneapolis, chairman; Herb Plambeck, WHO Des Moines; Bill Mosier, KJR Seattle; Layne Beaty, WBAP Fort Worth; Art Page, WLS Chicago, and Bill Drips, NBC Chicago. Group was joined by C. E. Arney Jr., secretary-treasurer of NAB, who came in from Washington for the closed meeting.

Sec. Anderson Praises Radio's Aid to Farmers

HIGHLIGHT of the second annual convention, National Association of Radio Farm Directors, held Dec. 2-3 at the Stevens Hotel, Chicago [BROADCASTING, Dec. 3] was the tribute to the radio industry by Secretary of Agriculture Anderson "for the magnificent job that farm radio broadcasting has done during the war". Mr. Anderson pointed out that farm broadcasters have assisted in reaching farm families with the interpretation of policies of the Dept. of Agriculture in securing all-out food production and bringing information to farm people on the work of agricultural research and experimental stations. He added that there is an important job ahead for broadcasters in assisting agriculture in the reconversion period.

Election of officers was held at the Monday session. Herb Plambeck, WHO Des Moines, was named president; Bill Mosier, KJR Seattle, vice-president; and Layne Beaty, WBAP Fort Worth, secretary-treasurer. Approximately 65 members were present.

Store Starts Television

THE FAIR, one of Chicago's loop department stores, on Dec. 7 launched the first of a 13-week series of television shows on WBKB Chicago, titled *Let's Go Teleshopping*. Telecast Fridays at 7:30 p.m. CST, shows are designed to aid shoppers in making their selections by dramatizing the routine activities of numerous departments within the store. Format for shows presented before Christmas will specialize in the display of suitable holiday gifts. Beulah Zachary, of WBKB staff, will produce and direct the programs.

Signed With Autry

CASS COUNTY KIDS, consisting of Fred Martin, Jerry Scoggins, and Bert Dodson, and featured on WFAA Dallas, have been signed for permanent spot on CBS Gene Autry show. William Wrigley Jr. Co., Chicago, is sponsor.

Paid eastern North Carolina farmers for 1944 flue-cured tobacco crop totaling 391,244,945 pounds.

GET YOUR SHARE OF THIS PROSPEROUS MARKET NOW! WE CAN HELP YOU.

Write Today for Further Information

WRRF
1000 WATTS
Washington, North Carolina
JOHN BLAIR & COMPANY, Natl. Representatives
New York • Chicago • Philadelphia

Your Advertising Talks to 23% Greater Buying Power

Nearly $2½ million is spent annually in the Tri-Cities retail drug stores. And the greater portion (52.9%) of Tri-Cities drug sales originates on the Illinois side, in the Moline-Rock Island zone.

(1940 census)

WHBF
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS
Howard H. Wilson Co., Nat'l Representatives

KFMB Sells SAN DIEGO

KFMB is doing a job in San Diego. 373,000 persons — 90% of county total — are within 15 miles of our antenna. To sell your story effectively, sell San Diego from WITHIN.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

$650,000,000 Annual Retail Sales in the WLAW Market

A guide to buying habits . . . WLAW, Lawrence, Mass., serves nearly two million listeners in Industrial New England. Its 5000 watt signal completely blankets the prosperous trading areas of Lawrence, Lowell and Haverhill.

Basic Station
American Broadcasting Co.

WLAW

NATIONAL REPRESENTATIVES:
WEED & CO.

WAOV
Vincennes, Ind.
Cow Cabin Brand Foods

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

Ashbacker Opinion

(Continued from page 81)

C. 552, that it may be possible to make workable adjustments so that both applications can be granted. The Commission concedes that "these applications are actually exclusive." The applications are for a facility which can be granted to only one. Since the facility has been granted to Fetzer, the hearing accorded petitioner concerns a license facility no longer available for a grant unless the earlier grant is recalled. A hearing designed as one for an available frequency becomes by the Commission's action in substance one for the revocation or modification of an outstanding license. So it would seem that petitioner would carry as a matter of law the same burden regardless of the precise provisions of the notice of hearing.

It is suggested that the Commission by granting the Fetzer application first concluded that the public interest would be furthered by making Fetzer's service available at the earliest possible date. If so, that conclusion is only an inference from what the Commission did. There is no suggestion, let alone a finding, by the Commission that the demands of the public interest were so urgent as to preclude the delay which would be occasioned by a hearing.

The public, not some private interest, convenience, or necessity governs the issuance of licenses under the Act. But we are not concerned here with the merits.[8] This involves only a matter of procedure. Congress has granted applicants a right to a hearing on their applications for station licenses.[9] Whether that is wise policy or whether the procedure adopted by the Commission in this case is preferable is not for us to decide. We only hold that where two bona fide applications are mutually exclusive the grant of one without a hearing to both deprives the loser of the opportunity which Congress chose to give him.

In Federal Communications Commission v. Sanders Bros. Radio Station, 309 U. S. 470, 476-477, we held that a rival station which would suffer economic injury by the grant of a license to another station had standing to appeal under § 402(b)(2) of the Act. In Federal Communications Commission v. National Broadcasting Co., 319 U. S. 239, we reached the same conclusion where an application had been granted which would create such interference on the channel given an existing licensee as in effect to modify the earlier license. Petitioner is at least as adversely affected by the action of the Commission in this case as were the protestants in those cases. While the statutory right of petitioner to a hearing on its application has in form been preserved, it has as a practical matter been substantially nullified by the grant of the Fetzer application.[10]

Reversed.

Mr. Justice Black and Mr. Justice Jackson took no part in the consideration or decision of this case.

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[8] See Federal Communications Commission v. Pottsville Broadcasting Co., 309 U. S. 134, 145-146.

[9] Apparently no regulation exists which, for orderly administration, requires an application for a frequency, previously applied for, to be filed within a certain date. Nor is there any suggestion that petitioner's application, which was filed shortly after Fetzer's, was not filed in good faith.

[10] A license to operate a station is required in addition to a permit to construct one. As respects an operating license § 319(b) provides:

> "Upon the completion of any station for the construction or continued construction of which a permit has been granted, and upon it being made to appear to the Commission that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstance arising or first coming to the knowledge of the Commission since the granting of the permit would, in the judgment of the Commission, make the operation of such station against the public interest, the Commission shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit."

For the regulations of the Commission governing such applications see 47 Code Fed. Reg. Cum. Supp. § 1.357. It was conceded on oral argument that in that proceeding petitioner would not be entitled to intervene to challenge the propriety of the grant of the construction permit to Fetzer without a hearing on petitioner's application.

Television Ready to Move, FM On Expansion Verge—Walker

FCC Commissioner Paul A. Walker told the 57th annual convention of the National Assn. of Railroad and Utilities Commissioners at Miami Beach last Wednesday that "commercial television will soon be ready to move ahead" and that FM "is on the verge of an expansion so great that it may soon rival or even surpass" AM broadcasting.

Discussing "The Future of Telecommunications as Affected by War Developments", he said "It is not visionary to predict that in the future television as well as facsimile may be combined with telephony. Two people talking long-distance may be able to see as well as hear each other. Or if we call and fail to get an answer we may, by means of facsimile, convey a message which the party called will find at his telephone when he returns. These operations are technically possible now. Further experimentation may effect economies which will bring these services within the reach of all."

As a result of military research, he said, frequencies as high as 30,000 mc may now be used, whereas before the war the FCC "licensed stations having frequencies from 10 kc to more than 400 mc." Out of this expansion, he declared, are coming "techniques and facilities which will greatly improve telecommunications and provide better service to the people".

Improved Equipment

Improvements in transmitters, receivers and highly directional antennas for use on the higher frequencies, Mr. Walker said, will permit transmission, with low-power transmitters, of "radio, telegraph, telephone and other types of signals across the country along a direct route of relay stations, say 20 miles apart, instead of sending them over wires strung on closely spaced poles."

"By this system it also will be possible to send FM or frequency modulation broadcasts, radio photos, television and facsimile transmissions," he asserted.

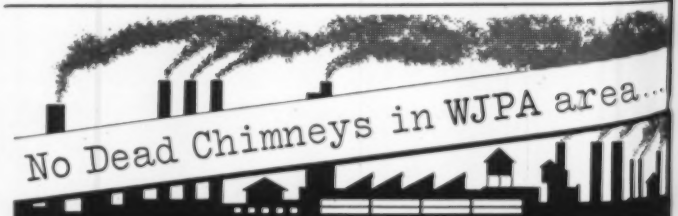
Commissioner Walker said development of the handie-talkie "holds great promise for mobile communications for the masses of our people". He predicted a service permitting passengers on trains to talk long-distance "at rates which the average citizen can afford" and said it is "not at all inconceivable" that the same service may become available to passengers on air liners "in the not too distant future".

Two-way voice communication combined with radar, he declared, "can make land transportation considerably safer than it is today". He pointed out that by radar an airplane pilot lost in a fog "can know if he is approaching hazardous terrain" and ships lost at sea can detect the approach of other ships and determine distance to shore. "Eventually," he said, "trains, buses, and taxicabs may be equipped with radar."

BBC to Have One Video Station to Serve All

DESPITE fanfares of a few weeks ago, the new BBC television director, Maurice Gorham, has told newsmen that only one uniform national television public transmission is planned. Studios will be at Alexandra Palace in London. He said separate programs for the provinces cannot be arranged. The transmitting range is not expected to be more than 40 miles.

Mr. Gorham, former director of BBC's North American, AAF and "Light" programs, said that prewar television receivers will be able to pick up the televised shows. Frederick Laws of the *News Chronicle*, commented that the Ministry of Information as well as the Lord President of the Council, had a finger in the new television pie. While praising the Gorham appointment, Mr. Laws charged that government officials without understanding of television's future possibilities are now in the saddle.



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals and glass. . . NO RETOOLING---NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania---SELL them through WJPA.

MUTUAL NETWORK

JOHN LAUX, Managing Director

For further details on Friendly Group Stations, write
SPOT SALES, *New York, Chicago, San Francisco, Los Angeles*

WSTV WFPG WJPA WKNY

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

THE FRIENDLY GROUP

Feature

(*Continued from page 10*)

on WBRC Birmingham. Within two minutes on the air Rep. Patrick was back in his old stride. He recited poetry; he called for such transcriptions as "Birmingham Jail" and commented, in his best ad lib manner, "I know the guy who wrote that—and he spent plenty of time in that jail."

He also swapped chatter with Bill Herson on the matter of commercials but he couldn't read one. He isn't a member of AFRA!

High point of the broadcast was a telephone call. A Patrick fan from Birmingham was listening and she wanted her "all time favorite morning man" to recite "A-Sleeping at the Foot of the Bed", a standard number on the old Patrick program.

Transition

The Congressman described his "graduation" from morning man to Congressman. He decided he was the best known and most popular personality in the district. But he never campaigned on his own program. In fact his election was announced just before he took over a final program, but, he says, he never even then referred to it.

Rep. Patrick not only stole the show on NBC broadcast, but he also took over even to signing on and off with his old famed "sign on":

"This world we live in
Is mighty hard to beat
You get a thorn with every rose
But ain't the roses sweet?"

Other radio veterans who've changed jobs and gone to Congress include Sen. Glen Taylor (D), who started off to fame and election at KSEI Pocatello, Ida.; and Sen. Arthur Capper (R) of Kansas, who is in both the radio and lawmaking business (he owns WIBW Topeka as well as KCKN Kansas City). He celebrated his 80th birthday on the show and he devoted most of the broadcast to reminiscing about his radio ventures—how he went into it first against the advice of business colleagues who thought "I was crazy. It would never amount to anything," they said.

Congressman Karl Stefan (R) of Nebraska was another veteran, a former news commentator and announcer on WJAG Norfolk, Neb.

There have been "amateurs" too—who readily admit that radio was a big factor in getting them to Congress. Richard Harless (D) of Arizona, told Mr. Herson, "I once sewed up every Arizona station for a half hour campaign speech. After that speech not a single competitor had a chance—I was practically in."

Sen. Joseph Guffey, the speechmaking Democrat from Pennsylvania, is another firm believer in the power of radio. Said Sen. Guffey to Mr. Herson: "Wilson might have put across the League of Nations if he could have made his plea on the radio. And I would be willing to bet anything that William Jennings Bryan (a Guffey hero) could have been elected President if the voters had been able to hear him on the radio."

Immediate Market for 18,700,000 Radios Seen by Mansfield, Sylvania Executive

THERE is an immediate market for 18,700,000 radios, Frank Mansfield, director of sales research of Sylvania Electric Products, reported last Wednesday. Basing his figures on a survey made immediately before V-J Day, he said that while people had become slightly more conservative since V-E Day in their estimates of what they would buy when it was available, 60% of present set owners planned immediate purchases of new radios.

The three-quarters of the people interviewed who had decided what they will pay for their new sets indicated a trend toward larger sets in the higher price range, with more than half expecting to pay $100 or more and less than 10% expecting to buy sets for less than $50. "If the radio market materializes along those lines we can expect the average price will allow plenty of margin for the inclusion of FM and television in the new sets," he said, pointing out that the prices which the public has in mind are not necessarily a true indication of what they will actually spend.

Radio Rooms

Pointing out that about 40% of the new sets will be additional rather than replacement sets, Mr. Mansfield reported that while 88% of today's radio homes have sets in the living rooms, only 33% have sets in the bedrooms, 18% in the kitchens and 8% in the dining rooms. Radio retailers ought to think in terms of radio rooms rather than radio homes, he stated.

Only three out of ten people interviewed had made up their minds what brand of set they intend to buy, Mr. Mansfield said. Of those who have decided, 46.8% named Philco as their choice; 13.4% RCA; 9.9% Zenith; 8.6% General Electric; with the remainder scattered over a number of other brands. Tone was the leading consideration in the selection of a receiver, he reported, named by 76%. Appearance was second, named by 62% and price third, namely by 47%.

Japs' Private Opinions Aired by Allied Radio

UNDER THE "FREE-AIR" policy of Jap broadcasting supervised by Allied Headquarters Information and Education Section, sidewalk interviewers now are buttonholing random Japs for their first chance in history to air private views, according to information from the occupation zone last week.

Allied Headquarters now sponsors a 15-hour radio day designed "to give complete news coverage and explanation of all Allied directives and to give voice to sound Japanese political and reconstruction thought", it was reported. The 15-hour day includes only three hours and 15 minutes of entertainment, but even that amount is listening gravy for the Jap radio fan. Before the war he could hear only two hours and 45 minutes of entertainment, including music.

Some programs which Allied Headquarters sponsor are *Round Table of the Air*, featuring Jap leaders presenting their notions of reconstruction; *Now It Can Be Told*, history dramatized in the *March of Time* technique; *Man in the Street*, the sidewalk interviews; *Woman's Hour* and *Farm Hour*.

'Guild' Honored

UNITED STATES STEEL Corp. "Theatre Guild of the Air" on American has won a plaque award from the Association for the Promotion of International Understanding, publisher of *This Month* magazine, to be presented during Dec. 16 broadcast. Award is for program's "distinct contribution to the general excellence of radio fare". Agency is BBDO, New York.

Successful IDEAS are always at a PREMIUM

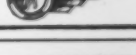
. . and the Robbins Company has an outstanding reputation for producing ideas that result in resoundingly successful premium promotions.

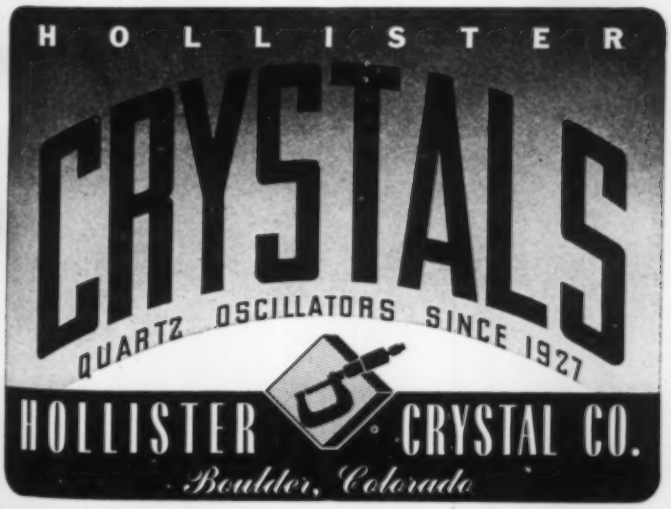
Before the war Robbins had engineered promotion plans for many of America's largest users of premiums . . . based on long years of knowing *what* will succeed and knowing *how* to make them succeed!

Today the ingenuity and skill of Robbins craftsmen are serving the government's needs for military emblems—to the extent that Robbins is the country's largest manufacturer of distinctive insignia for the Army, Navy, and Marine Corps.

Tomorrow, Robbins ideas in metal will spark your premium programs to new highs, with timely, interesting, appealing promotions designed for success! We will be glad to discuss your postwar requirements with you *now*. Estimates and designs submitted without obligation. Send for the new Robbins catalogue.

The Robbins Co.
Ideas in Metal
ATTLEBORO, MASSACHUSETTS





55.4%
of all Iowa radio families
"LISTEN MOST" to
WHO
10.7% to Station B!
50,000 Watts Des Moines
FREE & PETERS, Inc.
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. . . . . Serving a market of two million Minnesotans who demand, deserve and *get* the best in radio!
65 *DIFFERENT* PROGRAMS DAILY!
WTCN
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AMERICAN Broadcasting Co.
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WJHL JOHNSON CITY, TENN.
Here's Our Hooper
PERIOD | % OF LISTENERS
MORNING 91.3%
AFTERNOON 91.3%
NIGHT 80.4%
Here's Our Market
6 Thriving Cities and a Total Population of over a Million
JOHNSON CITY, TENN. WJHL
1000 Watts-910K.C.
Represented Nationally by Howard Wilson Co.

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 46th Street, New York, N. Y.

Inspect Files

(*Continued from page 15*)

secrecy and that the data was desired only on an anonymous group basis. Paul D. P. Spearman, counsel for the regional station group, likewise refused the proffer on similar grounds.

It was reported that the four Commissioners present last Wednesday—Commissioners Wakefield, Jett, Denny and Wills—voted unanimously on the clear channel proposal, which went beyond the Caldwell request.

Mr. Caldwell, in a letter dated Oct. 31, pointed out that the clear channel hearing order sets forth a number of issues which depend in large part upon economic considerations for their determination. He recalled that at the last clear channel hearing in 1938 the Commission staff prepared a number of exhibits containing economic data, but the statistics were based upon one year's operations. He then requested that a large number of statistical exhibits be prepared by the Commission covering separately as many years since 1937 as the Commission has information available (1938-1944 inclusive) and that the data be made available to all parties prior to the hearing.

Included in the request were such items as an analysis of revenue, expense and other income items of broadcast stations, as well as average revenue and expense; similar information by class of station, time designation and network affiliation, broken down as to indicate income and expense items for stations affiliated with each network; that expense items for stations with net sales of $25,000 or more be shown to reflect an accurate picture of net broadcasting revenues; average items by size of metropolitan district and by revenue group; by channels and authorized power; by states and broadcast regions; by metropolitan districts; for stations not located in metropolitan districts; by size of place and by revenue group; for stations on regional channels; by frequency group; size of community; network affiliation, with those affiliated with NBC or CBS in one group and with MBS or American in another group; by stations affiliated with regional networks only in a third group and non-network stations in a fourth, and by time designation (i.e., unlimited high power or other limited and day, or parttime).

Investments Later

A second broad request covered analysis of net revenues from broadcast services and other financial data (a) for all networks (including stations owned or managed by CBS, NBC and American) and independently-owned stations; and (b) for stations by class of control (network or independent) and by class of station (clear channel, 50 kw, unlimited).

Mr. Caldwell said that in addition to these data, there were other economic presentations of importance, such as exhibits with respect to investment in broadcast properties. He said a request for the investment data is not being submitted now but will be made later.

The clear channel group, Mr. Caldwell continued, is giving consideration to the question as to the type of information to request concerning an analysis of programs of stations, and that when a decision is reached on this, the Commission will be advised.

Other exhibits are important to the hearing, he added, but cannot be prepared now because the committees of the Commission working on various engineering matters have not yet completed their work. These exhibits related to earnings and expense data for stations, depending upon their locations with respect to broadcast service and signal strength and to coverage in terms of area and population of broadcast stations. Requests covering such statistics will be presented, he concluded.

In its reply, the Commission suggested that Mr. Caldwell make arrangements with Dallas W. Smythe, the Commission's chief economist, on data already prepared in the form requested. As to the data which would be prepared from inspection of the Commission's files, Mr. Wakefield asked that the group indicate to the Commission what representatives Mr. Caldwell would like to have authorized to examine the material. He said appropriate arrangements would be made.

Godfrey Teener Too

WITHIN A QUARTER-HOUR after Arthur Godfrey aired a request on his daily WABC New York program for pianos for the Teen Canteen of Mamaroneck, New York, three pianos were donated. In appreciation, members of the club presented Godfrey with a plaque stating: "Be it known that Arthur Godfrey, having proven himself a real groovey character with plenty on the ball and in general a right guy, we hereby proclaim him to be an honorary member of the Mamaroneck Teen Canteen."

JOHN CREUTZ WILL START OWN OFFICE

JOHN CREUTZ, formerly assistant director of the Radio & Radar Division, War Production Board, will open his own office next week as a consultant engineer. He will represent clients in the preparation of standard, FM and television applications and design special transmitting equipment for manufacturers. His offices will be in Room 328, Bond Bldg., 1404 New York Ave., N. W., Washington, D. C., phone Republic 2151.

Mr. Creutz

Mr. Creutz had been with WPB nearly three years, entering the agency in 1942 as chief of the transmitter section of the R&R Division, in which capacity he directed all production and distribution of transmitters for nonmilitary use. In 1944 he became chief of the divisions domestic and foreign branch, passing on all applications for new stations and expansions under the WPB freeze orders. He was made assistant director of the division in June 1945, having control of production and distribution of military and nonmilitary radio and electronic equipment.

Prior to joining WPB, Mr. Creutz was associated for six years with the engineering firm of Paige & Davis, Washington. Previously, he was chief engineer for WIBA Madison, Wis. He studied engineering at the U. of Wiconsin, receiving his degree in 1931. He has been interested in radio since boyhood.

Church Shows Criticized

CHURCH groups were told to inject "showmanship" into their radio programs, during a public-relations roundtable sponsored by the Buffalo Council of Churches Nov. 30. Adviser was C. Robert Thompson, director of WBEN Buffalo, who said: "Religious groups can't expect stations to give time to church programs that haven't been well-planned."

Making Steel Talk
THE CHRONOVOX
coming soon!

Kirby Claims BBC Did Not Cooperate

'Position, Prestige, Pension' Main Concern, He Says

IF COL. EDWARD M. KIRBY, former chief of the Radio Branch of the War Dept., ever writes a book, it will probably be titled, he says, "How to Build Anglo-American Relations in Spite of the BBC".

Amplifying his remarks at a luncheon address at the Overseas Press Club last Wednesday, Col. Kirby said that the trouble with the BBC is that its personnel is concerned primarily with the three P's—position, prestige and pension. Speaking as a civilian for the first time in five years, Col. Kirby charged that the BBC was uncooperative, lethargic and "out of touch with its listeners".

'Uncooperative'

"When the Allied Radio Service for SHEAF was first set up," he said, "the BBC would not cooperate with the combined Allied service.

"When the Allied Radio Service fed the Glenn Miller Band program to the BBC the Home Service carried it for a short time and then cancelled it. The listeners complained that the Americans had withdrawn this popular feature. Actually, we had nothing to do with its withdrawal. The BBC merely gave the explanation that they had checked the listeners and found that the program was unsuitable for English ears."

Lauding the role of Army radio at the fronts, Col. Kirby said that it is impossible to assess the tremendous job that radio did. It was of particular value in keeping up the morale, in spiking the rumors and giving the boys a little "chunk" of home.

Col. Kirby's brief address was preceded by an informal account given by Hugh Baillie, president of United Press, of his recent trip through the Orient during which he interviewed the Mikado, Gen. MacArthur and Gen. Chiang Kai-shek.

Nobel Anniversary

WHN New York will cancel a full hour of commercial commitments for the first time other than a Presidential broadcast to air the fifth Nobel anniversary dinner given by the Nobel Anniversary Committee Dec. 10, 9-10 p.m. Sen. J. William Fulbright (Ark.) is chairman of the dinner. Two former Nobel prize winners, Sir Norman Angell and Pearl S. Buck, will be principal speakers. Wilhelm M. De Morgenstierne, Norwegian Ambassador, also will speak. Atomic age message written by Prof. Albert Einstein will be read on the broadcast, whose theme is "The Winning of the Peace". Norman Corwin, CBS writer-producer, will address the dinner on the part radio can play in winning the peace.

Changes in Hearing Procedure in Broadcast Cases

Because of the unprecedentedly heavy volume of hearings in broadcast cases which are scheduled for the near future, the Commission is desirous of simplifying its hearing procedures as much as possible. With this end in view the Commission has made the following changes in its hearing procedures which will be effective until further notice.

1. *Petitions to Intervene.*—Petitions to intervene must be filed with the Commission not later than 15 days after the issues in the hearing have first been made public. Any person desiring to file a petition after such 15 days must set forth the reason why it was not possible to file the petition within the prescribed 15 days. Unless good cause is shown for delay in filing, the petition will not be granted.

2. *Motion to Enlarge the Issues.*—Motions to enlarge the issues must be filed with the Commission not later than 15 days after the issues in the hearing have first been made public. Any person desiring to file a motion to enlarge the issues after such 15 days must set forth the reason why it was not possible to file the motion to enlarge the issues within the prescribed 15 days. Unless good cause is shown for delay in filing, the motion to enlarge the issues will not be granted.

3. *Proposed Findings.*—In general, parties will not be required to file proposed findings of fact and conclusions of law with the Commission unless they are specifically directed to do so by the Commission. The non-filing of such proposed findings where there is no direction by the Commission that they be filed will not constitute a waiver by the parties of any rights. Any party not directed to file proposed findings of fact and conclusions of law may do so if he desires by notifying the Commission of his intention before the record is closed.

The Commission will study carefully these temporary modifications in broadcast procedure. If any hardships result, appropriate changes will be made. If these changes prove to be successful, the Commission will give consideration to adopting them as part of its regular procedure in broadcast cases.

Schedule

(*Continued from page 15*)

receptive to the new procedure, recognizing that time for filing petitions must be shortened if the Commission is to handle efficiently its huge case load. The relaxation of the requirement to file proposed findings unless specifically directed was particularly welcomed.

The Commission schedule includes all 244 standard applications which had been designated for hearing, nine television applications, and 11 FM applications in the same category. The television cases, all for stations in Washington, D. C., were designated for hearing less than a week before the schedule of hearings was announced.

Cases set for hearing this month are: Dec. 10, Utica Observer-Dispatch Inc., Utica Broadcasting Co. Inc., Midstate Radio Corp., Ronald B. Woodyard, Utica, N. Y., and Copper City Broadcasting Corp., Rome, N. Y., all for use of 1450 kc frequency.

Dec. 17, Fred O. Grimwood, for station in Bloomington, Ind.

Dec. 19, Nashville Radio Corp., Tennessee Radio Corp., Tennessee Broadcasters, J. W. Birdwell, Capitol Broadcasting Co., and Murfreesboro Broadcasting Service, all for standard facilities in Nashville, Tenn.

Dec. 19, Voice of Marion and Chronicle Publishing Co., Marion, Ind., and Booth Radio Stations Inc., Logansport, Ind., for use of 1230 kc frequency.

Dec. 21, Louis Wasmer Inc., Spokane, Wash., on application for transfer of control of KHQ.

'Admirable Job'

THE HEARING schedule issued last week by the FCC won the approval of radio lawyers generally. Eliot C. Lovett, president of the Federal Communications Bar Assn., declared: "My personal reaction to the elaborate and comprehensive hearing schedule announced on Dec. 5 is that the Commission has done an admirable job. I would never have thought that a schedule could be devised with such a minimum of possible conflicts. The members of the Bar should be grateful."

KXL Coverage

EASTERN playing tour of University of Oregon basketball team will be accompanied this month by KXL Portland unit which will cover games by direct wire. On sunrise-sunset operation, KXL has obtained special permission from FCC for coverage of games for four nights. Unit is headed by Rudy Lachenmeier, KXL sports editor.

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia or Joe Weed, New York City

GATEWAY TO THE RICH TENNESSEE VALLEY
CBS AFFILIATE
PAUL H. RAYMER CO. National Representative
WLAC
50,000 WATTS NASHVILLE

"THE WORLD'S BEST COVERAGE U.P. OF THE WORLD'S BIGGEST NEWS"

High Court

(*Continued from page 17*)

the same facilities. This will tend to delay the start of FM and television on a large scale in metropolitan areas where applications exceed the number of available channels, it was pointed out.

So far there are 11 areas in which more applications for television facilities are on file than there are frequencies [BROADCASTING, Dec. 3]. This means the Commission must hold hearings in each of these instances before any grants are made. Where facilities do not exceed applications, however, grants can be made without hearings if applicants meet all requirements.

As of last Thursday Commission records showed that television applications exceed available channels in the following cities: New York, Los Angeles, Philadelphia, Detroit, Pittsburgh, Cleveland, Washington, Baltimore, Providence, Harrisburg and Lancaster. Before the year is out several other cities may be added to the list for which hearings must be held, inasmuch as to date applications on file equal the number of available frequencies, and other applications may be filed.

In secondary markets there are sufficient FM and television facilities to accommodate present demands, but in virtually all leading metropolitan areas, hearings must be held. This is particularly true of New England where already there is a dearth of FM channels, despite the fact that the FCC made 10 additional channels available in that region.

Possible need for procedural changes was seen in the Supreme Court decision in the Ashbacker case. "Our chief problem," wrote Justice Douglas, "is to reconcile two provisions of Section 309(a) where the Commission has before it mutually exclusive applications. The first authorizes the Commission 'upon examination' of an application for a station license, to grant it if the Commission determines that 'public interest, convenience or necessity would be served' by the grant. The second provision of Section 309 (a) says that if, upon examination of such an application, the Commission does not reach a decision, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford an opportunity to be heard under such rules and regulations it may prescribe'.

"It is thus plain," the opinion continued, "that Section 309(a) not only gives the Commission authority to grant licenses without a hearing, but also gives applicants a right to a hearing before their applications are denied. We do not think it is enough to say that the power of the Commission to issue a license on a finding of public interest, convenience or necessity supports its grant of one of two mutually exclusive applications without a hearing of the other. For if the grant of one effectively precludes the other, the statutory right to a hearing which Congress has accorded applicants before denial of their applications becomes an empty thing. We think that is the case here."

The Court held that since the Commission itself stated that simultaneous operation of the two stations on 1230 kc would result in "intolerable interference" to both, "it is apparent that petitioner carries a burden which cannot be met. To place that burden on it is in effect to make its hearing a rehearing on the merits of its own application. That may satisfy the strict letter of the law but certainly not its spirit or intent." In a footnote the highest tribunal said "the Commission recognizes in its regulations the desirability of hearing such related matters at the same time or in consolidated cases."

Newcomer Position

Grant of the Fetzer application places Ashbacker in the position of a newcomer, the Court found, commenting: "Legal theory is one thing. But the practicalities are different. For we are told how difficult it is for a newcomer to make the comparative showing necessary to displace an established licensee."

No suggestion was made in the Fetzer-Ashbacker case that "it may be possible to make workable adjustments so that both applications can be granted," said the opinion. "Since the facility has been granted to Fetzer, the hearing accorded petitioner concerns a license facility no longer available for a grant unless the earlier grant is recalled," the opinion added. "A hearing designed as one for an available frequency becomes by the Commission's action in substance one for the revocation or modification of an outstanding license. So it would seem that petitioner would carry as a matter of law the same burden regardless of the precise provisions of the notice of hearing."

Considered significant was the Court's comment: "Apparently no regulation exists which, for orderly administration, requires an application for a frequency, previously applied for, to be filed within a certain date. Nor is there any suggestion that petitioner's application, which was filed shortly after Fetzer's, was not filed in good faith."

Time Limit Seen

From that language is expected to come from the FCC new regulations fixing a time limit for the filing of applications for the same facilities. Although there was no formal word from the Commission, pending complete study of the opinion and discussions, it appeared likely that the FCC might adopt a regulation allowing possible 60 days for the filing of competitive applications.

In its concluding statement the opinion said: "While the statutory right of petitioner to a hearing on its application has in form been preserved, it has, as a practical matter been substantially nullified by the grant of the Fetzer application." The Court cited Section 319 (b) and 1.357 of the Commission's Rules & Regulations.

Justice Frankfurter held that since the FCC and similar Government agencies "deal largely with the vindication of public interest and not the enforcement of private rights," the Supreme Court "ought not to imply hampering restrictions, not imposed by Congress, upon the effectiveness of the administrative process."

"The disposition of the present case seems to me to disregard these controlling considerations, if the Court now holds, as I understand it so to do, that whenever conflicting applications are made for a radio license the Communications Commission must hear all the applications together," said the dissenting opinion.

Commenting that "we must assume that an agency which Congress has trusted discharges its trust," the dissenting opinion said

Costly Remote

ARTHUR FELDMAN, American London correspondent, who has been attending the auction of furniture, fixtures and bric-a-brac of the German embassy in London and including in his broadcasts glowing stories of prices and descriptions of the articles sold, cabled New York that he, too, had succumbed to the temptation to buy. "I just bought a tiger skin rug that must have been the pride of the Nazi bigwigs," he said. "It's gorgeous, but it cost $88. In all my 15 years of broadcasting, this was the most expensive remote I ever covered."

WHAT A WALLOP!

. . . in this fertile GREAT LAKES' market

Geographic conditions make WMAM the *only* station plainly heard at all times in Northeastern Wisconsin and Upper Michigan. Located at 570 on the dial (a time buyer's dream), this station delivers one of the strongest signals of any 250 watt station country-wide! You virtually receive 5000 watt coverage at 250 watt rates! You can't cover Upper Michigan or Northeastern Wisconsin with any other one station! Our Hooper survey proves that—send for complete information.

Marinette **WMAM** *Wisconsin*

BRANCH STUDIOS: *Iron Mt., Mich.* • *Sturgeon Bay, Wis.*
JOSEPH MACKIN: *General Manager*

Representatives: Howard A. Wilson Co. • Chicago • New York • San Francisco • Hollywood

The Largest TRANSCRIPTION LIBRARY
TO FILL ALL REQUIREMENTS
•
AMERICAN FOLK MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

the FCC did not shut off Ashbacker without a hearing by the mere grant of facilities to Fetzer. "It bears repeating that the application of both presumably received careful scrutiny by the Commission before action was taken."

Administrative practice indicates, said the dissent, that where there are conflicting applications, the Commission has granted some without hearing while setting others for hearing "where the public interest so demanded". The opinion listed such cases for the past five years which showed the following: 1941—49 conflicting applications, 14 granted without hearing, 2 granted after hearing; 1942—52, 1 granted without hearing, 2 after hearing; 1943—5, none granted without hearing, 1 after; 1944—14, 2 granted without hearing, 1 after; 1945—69, 5 granted without hearing, 8 after hearing.

Even though the Fetzer application has been granted, the Communications Act gives "considerable scope for adjusting the prior grant to Fetzer so as to give to the public the benefits of reconciling both the Fetzer and the Ashbacker applications if the hearing should develop considerations not disclosed by the prior scrutiny of the Commission," said the dissenting view.

In the instant case, Justice Frankfurter held, "the restrictions of the hearing granted to Ashbacker the burden of establishing that the grant of a license to it would not interfere with the simultaneous operations of the proposed Fetzer station." But since the Commission had apparently already concluded that simultaneous operation would result in "intolerable interference", its order for hearing "seems to foreclose the opportunity that should still be open to Ashbacker."

Justice Frankfurter concluded: "It may be wise policy to require that the Communications Commission should give a public hearing for all multiple applications before granting any. But to my reading of the Communications Act, Congress has not expressed this policy."

Thomas Released

JOHN A. THOMAS, released by Navy, has returned to BBDO, New York, as account executive.

560

FIRST

on your dial

in

San Francisco

KSFO

Universal's Outlet

for

Northern California

RADIO HELD BOON TO WAR VETERANS

"BEST MEANS to educate the public on the veteran's problems," Gen. Omar N. Bradley, Administrator of Veterans Affairs, said at a news conference last Thursday in New York, "is through radio and movies."

He announced that the VA, about Jan. 15 will appoint a man to handle recreational problems of veterans in hospitals.

"Radio," the general said, "has a large-scale information job it can perform to keep our veterans advised of the rights and benefits to which they're entitled. Radio programs such as *Assignment Home* (which returned on CBS Dec. 8), news commentators and audience participation programs can show them what the Veterans Administration and other Government agencies are trying to do for veterans. Radio can do another important job for veterans in hospitals and rest homes by providing high quality entertainment."

Book Campaign

PHIL COOK, conductor of daily participation program on WABC New York, has started another "Send a Book to Cook" campaign on his program. Books received from listeners will be sent to army debarkation centers for distribution, to hospitalized servicemen and civilian shut-ins.

Fitch Renews

F. W. FITCH Co., Des Moines (Fitch shampoo and brushless shave cream), Dec. 3 renewed for 52 weeks "Fitch Bandwagon" on 146 NBC stations, Sun. 7:30-8 p.m. Agency is L. W. Ramsey Co., Davenport, Ia.

WPAT Offers Trophy

WPAT Paterson will present a trophy to the New Jersey High School collecting largest number of Christmas gifts for wounded veterans in New York and New Jersey hospitals. Bob Bright, conductor of "The Bandstand" on WPAT, is presenting a committee from various schools daily on his program to tell of progress in campaign. Gifts will be distributed by school committees.

New to Wesley

ALICE GILBERTSON, formerly with Gimbel Bros., is new addition to copy staff of Wesley Assoc., New York.

Compton to Geare-Marston

BATES COMPTON, formerly with Office of Strategic Services and prior to that for 17 years with McCann-Erickson, joins Geare-Marston Inc., Philadelphia, for plans and contact work.

McNeil Transfers

ROBERT A. McNEIL, formerly with Dancer-Fitzgerald-Sample, shifts to Duane Jones Co., New York.

WOR Party

SPECIAL hour and a half program of entertainment for children of Bellevue Hospital, New York, will be presented Dec. 22 in hospital auditorium and heard on WOR New York, 2:30-4 p.m. Theodore C. Streibert, president of WOR, said station will make Christmas party an annual affair.

Brownell on 'Meet Press'

HERBERT BROWNELL Jr., chairman of the Republican National Committee, will be guest of honor on "Meet the Press", Mutual panel discussion program of outstanding issues of the day, on broadcast of Dec. 14.

Artists Sign WMCA

ASSOCIATED American Artists Galleries, New York, Dec. 12 starts new idea quiz program, "Mental Marathon", on WMCA New York. Contestants in weekly mental art race will be a famous American artist plus person drawn from related field and two audience volunteers. Prizes of original works of art will be awarded. Program placed through Norman B. Furman Adv., New York.

Half of WHN Personnel Back From War Service

MORE than half of the 50 or so employes of WHN New York who left the station to enter the armed forces have returned to their former posts and at least 10 more are expected back before the end of the year, Herbert L. Pettey, executive director of WHN, said last week.

Veterans who will return this week include Robert G. Patt, sales promotion manager; Theodore Schneider, daytime program supervisor; Aime Gauvin, announcer; Herman Ross, program distribution, and two engineers, Allen Ferres and Sanford Alper.

Stating that the station is welcoming back servicemen who were in its employ when they joined the armed forces, Mr. Pettey said: "This has created a serious displacement problem, but if it's humanly possible present employes will be retained and utilized by the station."

Avery Representing KROY, WFBC

KROY Sacramento, 250 w on 1240 kc, has appointed Lewis H. Avery Inc. as national sales representative effective Dec. 1. Avery organization has also been named to represent WFBC Greenville, S. C., 5000 w on 1330 kc, effective Jan. 1.

WOV Ad Series

A SERIES of cartoon ads, drawn by Ving Fuller and depicting incidents in lives of radio timebuyers; a second cartoon series based on individual WOV programs, and a third of institutional ads based on the 2-market story which station's advertising has featured the past two years, will comprise trade paper advertising planned by WOV New York for 1946. Metropolitan newspaper advertising for particular programs will be continued.

TOM LEWIS RETURNS AS Y&R RADIO HEAD

COL. TOM LEWIS, who was vice-president in charge of radio at the Hollywood office of Young & Rubicam when he entered the Army in 1942 to head Armed Forces Radio Service, will rejoin the agency in January as vice-president and a member of the executive committee and plans board, in entire charge of radio. He will make his headquarters in Hollywood.

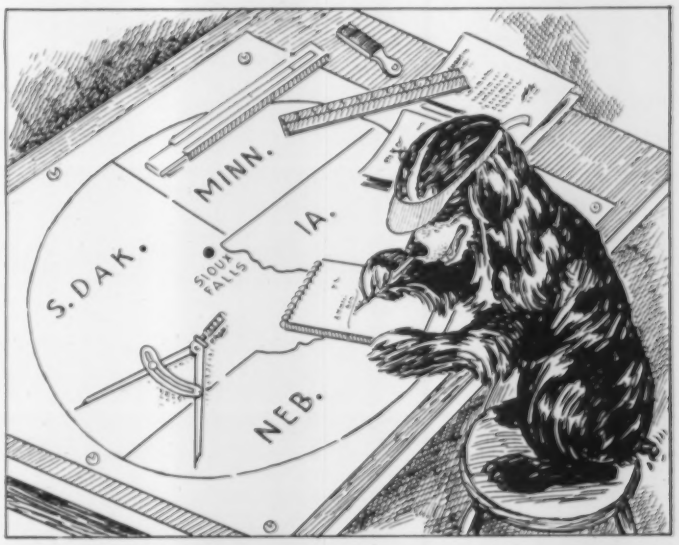
Col. Lewis

Gordon Cates will continue as vice-president and general manager of the radio department, and Harry Ackerman remains vice-president in charge of radio program operations.

Col. Lewis joined the agency in 1936 as a radio producer. Prior to joining Young & Rubicam, he was director and script writer of WGY Schenectady, where he also created an artists service and originated the "Joe and Eddy" comedy act. He has also been program director of WTAM Cleveland and program manager of the Cleveland division of NBC.

JAVEX Co., Toronto (cleanser) Dec. 31 starts transcribed quarter-hour "Easy Aces" thrice weekly on a number of Canadian stations. Agency is MacLaren Adv. Co. Ltd., Toronto.

"DETAILED MEASUREMENTS—FOR YOU, MR. ADVERTISER"



KSOO

SIOUX FALLS, SO. DAKOTA

1140 K C — 5000 WATTS

National Representatives

HOWARD H. WILSON CO.

NBC

Clear Channel

(*Continued from page 18*)

to the large secondary service areas —the vast "white spaces" on the coverage maps—signals approaching those which the metropolitan stations provide to their city listeners.

FCC spokesmen hold there are still large areas in the nation which receive no service whatsoever during the daytime and only secondary service at night. They argue, therefore, the need for improving rural facilities and with existing and prospective licenses scrambling for clear channel frequencies, as evidenced by the record number of applications pending before the Commission (see page —), a re-examination of the present allocations to determine what action should be taken on these applications is called for.

While it will be many months from the time the hearings have been concluded before decisions will be made, it is possible through the process of elimination to anticipate the directions which will be considered. First of all, there is no possibility of increasing the number of clear channels. That is a matter of international agreement. Under the Havana treaty, there are 59 clear channels assigned primarily to high power stations. Twenty-four of these channels (Class IA) are protected within the borders of the U. S., six in Canada, six in Mexico, and one in Cuba.

The remaining 22 clear channels are shared among the various countries according to engineering standards which are less rigid than the standards which apply to the 24 clear channels. Priority of use of specifically designated clear channels for each country is recognized. However, under the provisions of the treaty each country may use any or all of these 50 clear channels as well as the remainder of the broadcast band provided technical conditions with respect to interference make such use practicable.

Distribution Question

With the standard band limited as it is and with the present demand for frequencies, it is questionable that the needs of the rural areas could be solved even if all the 59 clear channels set aside under the Havana agreement could be used at night in the U. S.—unless the channels were geographically distributed in the most efficient manner to reach the rural populations. However, such a prospect appears to be hardly practicable.

If the program service of the clear channel stations fills the needs of the rural areas then the problem is one of determining whether the signal strength is adequate to deliver programs. That raises a second question: What about higher power? Section 3.22 of the Rules & Regulations for standard broadcast service stipulates that Class I and II stations shall be limited to 50 kw. The Federal Communications Act also directs the Commission to provide a fair, efficient and equitable distribution of channels and power.

Since the Commission first formulated its rule limiting the power of stations, a Senate resolution was adopted affirming this principle and there has been no sentiment from Congress to modify its position.

Radio lawyers believe, however, that the Communications Act is sufficiently broad to permit the Commission to change its rules and that the Senate document would not be binding if it should be concluded from the evidence that super power would be justified.

Increase of power beyond 50 kw raises other problems. The long-extended "experimental" operation of WLW Cincinnati on 500 kw from 1934 to 1939, it will be recalled, brought a storm of protests from stations outside the WLW 50 kw primary service areas that their markets were being invaded. It was this experience in high power that precipitated the Senate resolution on the subject.

Plan Fair to All

While the lifting of the 50 kw limitation might thus accentuate the problem of insuring equitable distribution of channels, it is believed that some plan could be worked out, using power in excess of 50 kw, that would be fair to all stations and at the same time extend service to the rural areas.

Should the clear channels be broken down? Industry views diverge sharply on this question but the Commission fervently contends it has an open mind on the subject and will be governed by the testimony presented.

Last of the clears to be broken down was 850 kc which reduced the number of IA stations from 25 to 24. As a result of this change, the dominant station, KOA Denver, is now protected to its 500 microvolt, 50% skywave contour and if other IA's were broken down they would probably be similarly protected. This means that if there were any duplication of an east coast clear channel it would have to be in the West Coast and vice versa.

Duplication of clear channels provides for more stations but does it result in extending rural service? Engineers point out that if the clears are duplicated the maximum protection would be to the 500 microvolt, 50% skywave contour which would eliminate a potential listening audience now outside this contour. The extent of this skywave interference on secondary service should be determined by the listener surveys.

Equally important to bringing radio to the rural areas is providing a program service particularly suited to the needs of the rural audience. While farm folk enjoy the top rated network programs as well as the city listeners, their needs include special fare which play a vital part of their daily lives —weather and crop reports, market information, news of agricultural developments, etc. The ability of the clear channel stations to bring such service to the secondary areas will be revealed by the listener surveys and will contribute to the determination of policies formulated.

No doubt, efforts will be made to inject FM, and possibly television, into the hearings. Opponents to any change in allocations would be expected to point out that FM development may eventually provide service to an estimated 10,000,000 people outside the daytime and 20,000,000 outside the nighttime primary service areas. The Commission, however, will probably limit such discussions as it is directing its energies toward getting early relief for the secondary service areas and will not be disposed to letting the hearings run longer than necessary.

Another reason for settling the clear channel problem as soon as possible has to do with the disposition of many applications pending for the duplicate use of the clear channels. Also, within the last few weeks WOAI San Antonio, Class IA station on 1200 kc, has applied for 750 kw power.

Examination of the applications involving clear channels shows a considerable number for Class IA channels for fulltime 50 kw stations. Consideration of these will be postponed until the hearings have been held and policies determined. Processing of applications for other clear channels will probably not be deferred pending outcome of the hearings.

Determination of issues involved in the proceedings will be necessary before the agreement made at Havana, known as NARBA, which expires on March 29 next, can be renewed. Recommendations for changes in the agreement will be discussed when the signatory nations meet in Washington, probably in January 1946. The signatory countries are U. S., Canada, Cuba, Mexico, Dominican Republic, Haiti, Newfoundland, and the Bahamas. An interim allocations plan is likely of a new treaty. Invitations for the conference are being sent out by the State Dept.

"Now, let's be like Mommie and Daddy and listen to WJW"

There's a GROWING audience in Cleveland that keeps WJW on top. Mornings and afternoons throughout the week..Monday thru Friday..WJW delivers more daytime dailers per dollar in Cleveland than any other station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

In the UTAH market

The Station That DOES Things

KDYL SALT LAKE CITY

UTAH'S ABC STATION

JOHN BLAIR & CO. National Representative

Labor Bill

(Continued from page 16)

be applicable should a strike be called against radio. A fight was shaping up over the weekend in the House Labor Committee over the Norton bill, but Democratic Leader McCormack of Massachusetts agreed to bring it before the House for a vote this week after Rep. Eugene E. Cox (D-Ga.) of the Rules Committee and former chairman of the House Committee to Investigate the FCC, declared he would call up the bill if the "leadership does not".

Meanwhile the House Interstate & Foreign Commerce Committee was tightening up the Lea Bill (HR-4737) to curb Petrillo's demands of broadcasters [BROADCASTING, Dec. 3, Nov. 26]. The Committee plans to report out the measure late this week or next on the return of Chairman Clarence F. Lea (D-Cal.) who made the initial TWA Washington-Paris flight.

Sen. Moore's bills include the following: S-1641 to amend the National Labor Relations Act to give the NLRB closer control over work disputes; S-1642, which would provide for an annual free election of officers of all labor unions, require unions to make public their financial activities and report them to the Bureau of Labor Statistics. This measure would affect the AFM, of which Mr. Petrillo has been president for several years.

S-1643 would prohibit the closed shop and make it unlawful for unions to force membership on workers; rather an employe would decide for himself whether to join a union or not. S-1644 would make threats or violence in labor disputes a felony, punishable by a $10,000 fine or 20-year prison term or both. S-1645 would withhold unemployment compensation from strikers unless such strikers were forced against their own will to cease work.

S-1646 would include labor unions in anti-monopoly laws, and S-1648 would prohibit labor organizations from contributing to political campaigns.

Eight Transfer Applications Filed: Two Cover Press Interest Separation

EIGHT applications have been filed with FCC for voluntary assignment of license and transfer of control, of which two request reorganization to separate newspaper interests from station operation. Three cases constitute formal petitioning following previous disclosure of transactions.

Worcester Telegram Publishing Co., licensee of WTAG Worcester, proposes with Commission consent to transfer assets of WTAG and WTAG-FM to new subsidiary firm, WTAG Inc., in exchange for stock in that company. Coincident with separation of financial structures, Worcester Publishing will appoint Edward E. Hill, WTAG general manager, and Robert W. Booth, treasurer and 20% owner, as vice-presidents of WTAG Inc.

Consent to similar reorganization is sought by *The Bend Bulletin*, licensee of KBND Bend, Ore., by transferring KBND to new firm, Central Oregon Broadcasting Co. Frank H. Loggan, KBND general manager, would acquire 60% interest in Central Oregon Broadcasting by exchange of interest in newspaper with Henry N. Fowler and Robert W. Sawyer, majority stockholders and president and secretary-treasurer respectively. Latter would divide minor interest in proposed licensee. No money is involved.

Charles L. Jaren, with FCC approval, sells KGDE Fergus Falls, Minn., to Fergus Radio Corp., for $50,000. Fergus Radio is owned equally by two brothers, Roger L. and Harold L. Dell, and Clara Dell, wife of latter. Both are attorneys.

Consent also is asked for assignment of license of KAND Corsicana, Tex., from Navarro Broadcasting Co. to Alto Inc. Consideration involved is $25,000. Navarro president and half-owner, J. C. West, is 10% owner of assignee. Other half interest in Navarro is held by Frederick Slausson. Principals in Alto, all local businessmen, are: P. M. Stevenson, president, 18%; Wesley M. West, vice-president, 28%; C. V. Upton, vice-president and treasurer, 5%, and T. C. Stone, assistant secretary and assistant treasurer. Of total 500 shares in Alto, 140 are divided among group identified with KRLD Dallas and parent organization, Times Herald Publishing Co. Individuals are: T. C. Gooch 94% owner *Times Herald*; John W. Runyon, KRLD president; Clyde A. Taber, KRLD secretary; Roy Flynn, KRLD chief engineer; D. A. Greenwell, vice-president KRLD; Allen Merriam, director KRLD; B. C. Jefferson; E. K. Mead; Ruth F. DeVarney and Mr. Upton. Legal counsel of Navarro is James Lawrence Fly, former FCC chairman.

Voluntary assignment of license of KROY Sacramento, Cal., is requested from Royal Miller Radio to Harmco Inc., involving consideration of $150,000 [BROADCASTING, Dec. 3]. Royal Miller, Marion Miller, I. H. Penney and Gladys W. Penney, partners composing Royal Miller Radio, desire to sell radio interests because of attention now required of their other individual interests. President of Harmco is Hattie Harm, sole owner of KARM Fresno, Cal. Clyde F. Coombs, vice-president, is KARM vice-president and general manager. Harold B. Frasher, secretary-treasurer, is KARM treasurer. Each is one-third owner of assignee.

Applications filed in behalf of three assignments previously announced are for KMTR Los Angeles, WDGY Minneapolis and KGHF Pueblo, Col.

KMTR transfer, entailing sale for approximately $450,000 of controlling stock by Gloria Dalton and other individuals to Mrs. Dorothy Thackrey, *New York Post* publisher and owner of WLIB New York as well as now of KYA San Francisco, is companion transaction to acquisition by Mrs. Thackrey of KYA [BROADCASTING, May 21, Oct. 15]. Both were reported negotiated at same time.

First independent U. S. station, WDGY is sold for $301,000 by Mae C. Young, widow of late Dr. George W. Young, station founder, to Twin Cities Broadcasting Co. [BROADCASTING, Oct. 29]. Assignee is owned by Stuart Investment Co., principals in which are Charles F. Stuart and his brother, Capt. James Stuart. Stuart Investment also owns KFOR Lincoln and KOIL Omaha.

Colorado Publisher Gifford Phillips is $300,000 purchaser of KGHF Pueblo, Col., as president and financial backer of proposed new licensee, Colorado Broadcasting Co. [BROADCASTING, Oct. 1]. State Senator Curtis P. Ritchie, present owner, retired from operation because of ill health, according to application.

McAndrews Released

MAJ. ROBERT J. McANDREWS, on military leave as advertising and promotion manager of NBC, Hollywood, was released from the Army last Wednesday. He is planning to return to the Coast. Just returned from a round-the-world flight on the "Globester", accompanying radio commentators on the trip, Maj. McAndrews has been liaison officer for the AAF Office of Radio Production, Washington headquarters.

Colgate to Place

COLGATE - PALMOLIVE - PEET Co., Jersey City, starts spot announcement campaign for new product, Colgate liquid hand cream, after first of year, through Sherman & Marquette, New York.

SHREVEPORT, LOUISIANA
STACKS UP!
among the 12 cities of
115,000 to 125,000 population
12TH IN POPULATION...
• 4th in Buying Income (thousands of dollars)
• 1st in Drug Sales
• 4th in Lumber, Building, Hardware Sales
• 9th in General Merchandise Sales
• 4th in Per Capita Income
THE SELLING POWER IN THE BUYING MARKET
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

Carman Runyon Given Armstrong Radio Medal

ARMSTRONG MEDAL of the Radio Club of America has been awarded to Carman Randolph Runyon Jr., for his "inspiring example of what one man, devoted to his art and skilled in the handling of its apparatus, can contribute to the welfare of all." He has contributed to radio the multi-spark synchronous gap transmitter, the crystal-controlled frequency-modulated telegraph system, and the single signal radio telegraph receiver.

"Starting in 1935 at amateur station W2AG," the citation further states, "he built the 100 mc frequency modulated transmitter from which he conducted hundreds of demonstrations whose flawless perfection initiated the renaissance in broadcasting which has now reached the ends of the earth."

Aids Food Drive

CLIFFORD EVANS, WLB New York director of news and special events, assisted the "Food for Friendship" organization under the auspices of the *New York Post*, formed to aid the needy in France, by having transcriptions cut, appealing for support. Two transcriptions, one one-minute and the other two-minutes, featuring Charles Boyer, were distributed to all New York independent stations.

KOEPF TO MANAGE FORT'S D. C. OFFICE

THE FORT Industry Co., operator of stations in Ohio, West Virginia, Georgia and Florida, has appointed Lt. Comdr. John Koepf, USNR, as manager of the Washington office. Comdr. Koepf anticipates joining the Fort Industry Co. on Jan. 2, 1946.

Comdr. Koepf

Comdr. Koepf has been stationed in the Special Devices Division of the Office of Research and Inventions in the Radar & Communications Section of the Navy, located in Washington. Prior to his tour of duty with the Navy, Comdr. Koepf was associated with Procter & Gamble, WLW Cincinnati, Keelor-Stites, advertising agency, and the *Cincinnati Post*.

Associated in the Washington office of the Fort Industry Co. with Comdr. Koepf is Maj. Glenn Boundy, chief engineer of the company.

The Fort Industry Co. is active in the development of FM and television facilities.

Miss Gillies Returns

ELSIE GILLIES, following year's service in SPARS, has returned to former position as traffic manager of KGW Portland, Ore., succeeding Ella Perala, resigned.

Grants for New FM Stations

(*See story on page 18*)

CONDITIONAL grants for 23 new FM stations were authorized last week by the FCC. Construction permits will be issued following examination of engineering data. Following is the list of grants:

City	Grantee	Interest in Standard Station	Type of FM Station
	ALABAMA		
Birmingham	The Birmingham News Co.	WSGN	Metropolitan possibly rural
	CALIFORNIA		
Palo Alto	Peninsula Newspapers, Inc.		Community
Stockton	E. F. Peffer	KGDM	Metropolitan possibly rural
	GEORGIA		
Valdosta	E. D. Rivers	WGOV	Metropolitan possibly rural
	ILLINOIS		
Quincy	Quincy Newspapers, Inc.	WSOY	Metropolitan
Rockford	Rockford Broadcasters, Inc.	WROK	Metropolitan
	LOUISIANA		
Alexandria	Central La. Broadcasting Corp.	..	Community
	MARYLAND		
Frederick	The Monocacy Broadcasting Co.	WFMD	Metropolitan
	MASSACHUSETTS		
Haverhill	The Haverhill Gazette Co.		Metropolitan
Salem	North Shore Broadcasting Co.	WESX	Community
	MICHIGAN		
Ann Arbor	Washtenaw Broadcasting Co.	WPAG	Metropolitan
Escanaba	John P. Norton	..	Metropolitan
	NEW HAMPSHIRE		
Portsmouth	WHEB, Inc.	WHEB	Metropolitan
	NEW YORK		
Jamestown	James Broadcasting Co. Inc.	WJTN	Metropolitan
Troy	The Troy Record Co.	..	Metropolitan
	OHIO		
Youngstown	WFMJ Broadcasting Co.	WFMJ	Metropolitan
Youngstown	WKBN Broadcasting Corp.	WKBN	Metropolitan possibly rural
	PENNSYLVANIA		
Bethlehem	The Bethlehems' Globe Publishing Co.	..	Metropolitan
Lancaster	Peoples Broadcasting Co.	..	Metropolitan
Meadville	H. C. Winslow	..	Metropolitan
Uniontown	Fayette Broadcasting Corp.	WMBS	Metropolitan
York	Susquehanna Broadcasting Co.	WSBA	Metropolitan
	WEST VIRGINIA		
Huntington	Huntington Broadcasting Corp.	..	Metropolitan

WJZ to Drop Olman

WJZ New York has notified Lourent Co., New York, maker of Swagger, a cologne for men, that it will not renew after Dec. 9 the Val Olman program which the company has sponsored on the station seven nights a week, 11:30-midnight. Official explanation states the station intends to use the time for more diversified dance band pickups. However, station has received complaints because the programs consisted almost exclusively of music published by Bradley Music Co., a BMI affiliate headed by Chauncey Olman, brother of the band leader.

WLW Sales Meet

WLW Cincinnati will hold its regular semi-annual sales meeting Jan. 4-6 in New York. One of topics expected to be discussed is WINS New York sale.

Silen on Tour

BERT SILEN, manager of Pacific operations for KPO San Francisco, is on lecture tour.

Pfister Names Ramsey

PFISTER Associated Growers Inc., El Paso, Ill., has placed account for corn hybrids with L. W. Ramsey Co., Davenport, Ia.

Hobbs V-P

COL. RICHARD H. HOBBS has been named vice-president of Chicago office of Irwin Vladimir & Co., export advertising agency.

Decca Dividends

DIRECTORS of Decca Records Inc., New York, on Dec. 4 declared a regular quarterly dividend of 30c per share on capital stock of company, and an extra dividend of 30c, both payable Dec. 29 to stockholders of record Dec. 15.

Thompson Is Father

C. ROBERT THOMPSON, station director of WBEN Buffalo, is father of a girl, Mary Jane, born Dec. 3.

Back at WBEN

BILL MAYNEW, released from AAF as major, has returned to announcing staff of WBEN Buffalo. He served in Pacific for three years.

Serving

The Third Largest Market

in the

Fourth Richest State

•

WCOL

COLUMBUS

The Listening Habit of Central Ohio

•

Represented by

THE HEADLEY-REED CO.

EL PASO TEXAS

is the economic capital of a vitally important empire embracing 15 COUNTIES in 4 STATES in 2 NATIONS.

Only KROD

the "influential" station in El Paso covers it ALL.

DORRANCE D. RODERICK, OWNER
VAL LAWRENCE, MANAGER

600 KC CBS 1000 Watts
Howard H. Wilson Co. National Reps.

For Results IN THE EL PASO Southwest use KROD

New Outlet in Bermuda Slated to Open March 1

NEW station in Hamilton, Bermuda, probably on 1260 kc with 1 kw power, will be opened about March 1 by Bermuda Broadcasting Co., according to Hon. H. J. Tucker Jr., vice-president. Station will follow U. S. operating policies, with Cole E. Wylie, manager, now in New York contacting sponsors. Station has named John Blair & Company as representative. Company will accept liquor advertising after 9 p.m. Mr. Wylie was vice-president and general manager of Wescoast Broadcasting Co., Wenatchee, Wash., and vice-president of KVOS Bellingham, Wash.

Frank Marx, American Broadcasting Co. technical advisor, will oversee final engineering details.

Officers of company are: Sir Howard Trott, president; Mr. Tucker; J. E. Pearman, secretary-treasurer. They also are directors, along with H. D. Butterfield and Hon. John W. Cox.

Free Radio Adopted

A FREE RADIO and press amendment to the UNRRA appropriation bill was adopted late Thursday by the House. Introduced by Rep. Herter (R-Mass.) the amendment provides: "The President is hereby requested to endeavor, through appropriat channels, to facilitate the admission to recipient countries of properly accredited members of the American press and radio in order that they may be permitted to report without censorship on the utilization and distribution of United Nations Relief and Rehabilitation Administration supplies and services."

Buy in Bond-Charteris

RUDY VALLEE and Leslie Charteris, with a group of stockholders, have purchased interests of Anson Bond in Bond-Charteris Enterprises, Hollywood film and radio production unit. Name has been changed to Saint Enterprises Inc. Mr. Charteris is president. Firm owns and produces "The Saint" series for radio and films.

Reports to Los Angeles

MAJ. ROBERT M. LIGHT, former writer-producer of Don Lee-Mutual, returning from ETO, has reported to AFRS Los Angeles.

New Tube, Simpler Circuit Will Cut FM Transmitter Cost, GE Contends

GENERAL ELECTRIC postwar low-power FM transmitters, embodying a new and simplified circuit built around a new modulator tube called the Phasitron, will be sold at less than prewar prices, in some cases as much as 10 per cent less, the company announced last week. Shipments of the first transmitters are expected about March 1. The 250-watt transmitter will sell for $3,950, the 1-kw transmitter for $7,800 and the 3-kw transmitter for $11,950.

Reduction in price is made possible partly by the new design, which employs fewer tubes and fewer circuits, and partly by the equipment reservation plan introduced by GE during the war years, permitting efficient planning of transmitter production in accordance with a known demand, James McLean, sales manager of the transmitter division, explained.

Calling the new circuit and Phasitron tube development "revolutionary" and "as important to FM broadcasting as the introduction of the crystal control was for AM broadcasting," W. R. David, sales manager of GE broadcast equipment, said that its use simplified transmitter maintenance because it operates with fewer tubes and simpler circuits than prewar FM transmitters.

The Phasitron tube which is only slightly larger than an ordinary receiver tube, was proposed originally by Dr. Robert Adler of Zenith Radio Corp., who built the first laboratory tubes and circuit. In the further developments of tube and circuit for postwar transmitters designed to meet the new FCC frequency tolerance regulations for FM stations, basic improvements were made by Dr. F. M. Bailey and H. P. Thomas of the GE tube and transmitter divisions.

The tube permits direct crystal control using a single circuit, GE engineers explained, pointing out that this means that stations will not stray from their new assignments in the higher frequencies. In the new circuit, they said, modulation is independent of frequency control. There is less distortion and a lower noise level in addition to more stability, and the circuit is extremely simple, with fewer possible sources of trouble.

From an engineer's standpoint, Mr. David said, the purpose of the new modulator tube is to make possible the introduction of comparatively wide phase excursions at audio rates in a crystal controlled radio frequency carrier voltage.

COMMERCE EXHIBITS GERMAN RECORDERS

TWO MODELS of captured magnetic tape recorders used extensively in German propaganda and intelligence operations are on display at the U. S. Department of Commerce, Washington.

The machines are the *Tonschreiber* Models b and b1 which were seized by American Army intelligence teams. Technical reports on the recorders were made available last week by the Dept. of Commerce, one report at $2 per copy and another at $1.

Other reports will be ready soon. Reports may be obtained at room 1316, Dept. of Commerce Building, Washington, D. C. The models are on display at room 1319 in the building.

Miss Boylston to WRVA

LOUISE BOYLSTON has been added to continuity staff of WRVA Richmond.

Shifts to WENT

PATRICIA FARRELL, formerly with Barlow Adv., Syracuse, is new continuity writer at WENT Gloverville, N. Y.

Xmas Party

RADIO EXECUTIVES CLUB of New York will hold its annual Christmas party on Dec. 20 starting at noon at Roosevelt Hotel. Ralph Slater, Mutual hypnotist, will entertain.

Wilson Rejoins Federal

JOHN J. WILSON, released from AAF, has rejoined Federal Adv., New York, as associate director of public relations.

Place on KMOX

JOE FRANKLIN MYERS Industries, St. Louis (candies), has signed with KMOX St. Louis for 52 weeks sponsorship of live talent program, "Sweetest Story Ever Told", effective Dec. 23.

FCC SETS HEARING ON KQW TRANSFER

HEARING on the proposed transfer of KQW San Jose from the Brunton brothers and C. L. McCarthy to CBS was ordered by the FCC last week to begin Dec. 17 at 10 a.m. before Commissioners Clifford J. Durr, E. K. Jett, Charles R. Denny, and William H. Wills in Washington.

Both transferor and transferee had petitioned for an early hearing.

Negotiations for the sale of KQW to CBS for $950,000 cash were completed last June [BROADCASTING, June 25]. Principal stockholders are President Ralph R. Brunton, Sherwood B. Brunton, and Mott Q. Brunton. Mr. McCarthy, vice-president and general manager, owns 9% of stock.

CBS, which now owns and operates seven stations, reportedly wants its own key station in San Francisco because of the competitive situation there. KQW, operating on 740 kc with 5,000 w, is seeking an increase to 50 kw. KSFO San Francisco, former CBS affiliate, also is an applicant for the facility with 50 kw. KTRH Houston is dominant station on 740 kc.

Gillis Returns

JAMES P. GILLIS, on military leave from NBC for two and a half years, has returned to network as salesman in the national spot sales division.

WSGN's extensive broadcast coverage; plus an active promotion department, assures a sponsor of superior program value. That's why WSGN is....

PLACED ON A PEDESTAL

The May through September 1945 edition of Hooper statistics just released, show WSGN'S LOG LISTED....

7 Out of 10 Programs with an 11.7 Rating or Better Heard by Local Audiences From 8:00 A.M. to 6:00 P.M.

TWIN SYMBOLS OF GREATER BIRMINGHAM

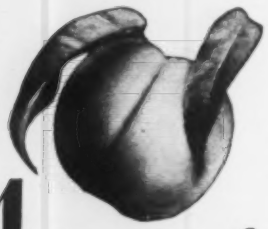
WSGN

AMERICAN BROADCASTING CO.

THE NEWS-AGE-HERALD STATION

Represented by Headley-Reed

Sell More in LOUISVILLE
with
WINN
BASIC STATION
AMERICAN BROADCASTING COMPANY
HARRY McTIGUE General Manager
★



24 years of profitable peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS WSPA SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

•MEMO•
Must Contact
WBOC
Salisbury, Md.
One of America's Finer Stations

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

ACTIONS OF THE FCC

NOVEMBER 30 to DECEMBER 6

Decisions . . .

ACTIONS BY COMMISSION

NOVEMBER 30

DESIGNATED for consolidated hearing applications for commercial TV stations in Washington, D. C.: Bamberger Broadcasting System Inc., Capital Broadcasting Co., Allen B. DuMont Lab. Inc., The Evening Star Broadcasting Co., Marcus Loew Booking Agency, National Broadcasting Co. Inc., Eleanor Patterson tr/as The Times Herald, Philco Radio & Television Corp., Scripps-Howard Radio Inc. Four channels are available in area. At same time Commission denied petition of National Broadcasting Co. for reinstatement of its CP.

DECEMBER 5

BECAUSE of unprecedented heavy volume of broadcast hearings, Commission announced certain changes for simplification in hearing procedures as to petition to intervene, motion to enlarge issues and proposed findings. Text of changes is on page 37.

DECEMBER 5
(Reported by FCC Dec. 6)

KPAS Pacific Coast Broadcasting Co., Pasadena, Cal.—Granted license renewal for period ending 5-1-48.

KVGB KVGB Inc., Great Bend, Kan.—Granted license renewal for period ending 8-1-47.

WMLT George T. Morris et al d/b Dublin Broadcasting Co., Dublin, Ga.—Adopted memorandum opinion granting application for vol. assgn. license from George T. Morris, Wilmer D. Lanier and J. Newton Thompson d/b Dublin Broadcasting Co. to George T. Morris and J. Newton Thompson d/b Dublin Broadcasting Co. Consideration of $13,100 is paid W. D. Lanier for his one-third interest in assignor partnership.

NEW-FM The Trustees of Columbia University, New York—Granted CP for new noncommercial educational FM station to operate on frequencies to be assigned by Commission, with effective radiated power equivalent to 20 kw with ant. height of 500 ft above average terrain.

NEW-FM State University of Oklahoma, Norman—Granted CP for new noncommercial educational FM station on frequency to be assigned by Commission; conditions.

NEW-FM Board of Supervisors of Louisiana State University and Agriculture & Mechanical College, Baton Rouge—Same.

1240 kc

NEW-AM Tri-Cities Broadcasting Co., Florence, Ala.—Granted CP new station 1240 kc 250 w unl.

NEW-AM Robert W. Rounsaville and George M. Clark d/b Elizabethton Broadcasting Co., Elizabethton, Tenn.—Granted CP new station 1240 kc 250 w unl.; conditional upon approval of trans. site and towers by CAA.

1340 kc

NEW-AM Clyde W. Anderson and Joe T. Van Sandt d/b Florence Broadcasting Co., Florence, Ala.—Granted CP new station 1340 kc 250 w unl.

1400 kc

Southeastern Massachusetts Broadcasting Corp. and Bay State Broadcasting Corp., New Bedford, Mass.—Adopted order designating for consolidated hearing applications for identical facilities 1400 kc 250 w unl.

NEW-AM Inland Radio Inc., Ontario, Ore.—Granted CP new station 1400 kc 250 w unl.

DECEMBER 6

GRANTED applications for 23 new FM stations and designated for hearings 30 other applications for new FM facilities. See table page 18.

Mission Broadcasting Co., San Jose, Cal.—Adopted order designating for hearing application for new station with applications of Golden Gate Broadcasting Corp. (KSAN), California Broadcasting Corp., Bakersfield Broadcasting Co., Monterey Bay Broadcast Co., Cascade Broadcasting Co. Inc. (KTYW), Amphlett Printing Co., Luther E. Gibson and San Jose Broadcasting Co.

800 kc

NEW-AM The Border Broadcasting Co., Dillon, S. C.—Granted CP for new station 800 kc 1 kw D; conditions.

Camden Broadcasting Co., Camden, N. J., and Chambersburg Broadcasting Co., Chambersburg, Pa.—Designated for consolidated hearing applications for new stations 800 kc 1 kw D.

940 kc

Midwest Broadcasting Co. and Mt. Vernon Radio & Television Co., Mt. Vernon, Ill.—Adopted orders designating for consolidated hearing applications both requesting 940 kc. Midwest seeks 500 w D, Mt. Vernon 1 kw D.

1240 kc

C. A. Kaufmann and John F. Clarkson d/b Newberry Broadcasting Co., Newberry, S. C., and Robert Lex Ensley, Laurens, S. C.—Adopted orders designating for consolidated hearing applications for new stations 1240 kc 250 w unl.

1340 kc

Catalina Broadcasting Co., Tuscon, Ariz.—Adopted order designating for hearing application for new station 1340 kc 250 w unl.; to be consolidated with hearing on application of Old Pueblo Broadcasting Co., previously designated for hearing and requesting same facilities.

1400 kc

James Valley Broadcast Co., Huron, S. D.—Designated for hearing application for new station 1400 kc 250 w unl.

NEW-AM George Burne Smith and V. H. McLean d/b Gateway Broadcasting Co., Maryville, Tenn.—Granted CP new station 1400 kc 250 w unl. subject to installation of approved frequency and modulation monitors.

1450 kc

NEW-AM Camden Radio Inc., Camden, Ark.—Adopted memorandum opinion and order granting petition for reinstatement of application for CP and ordered grant of application for new station 1450 kc 250 w unl. subject to conditions that applicant will be required to install approved modulation monitor as soon as possible and that proposed ant. site and construction be approved by CAA.

NEW-AM George Bennitt and Russell Bennitt d/b Fayetteville Broadcasting Co., Fayetteville, Ark.—Granted CP new station 1450 kc 250 w unl.; conditions.

NEW-AM Charles M. Dale, Concord, N. H.—Granted CP new station 1450 kc 250 w unl.; conditions.

1490 kc

Telegram Publishing Co., Salt Lake City, and James B. Littlejohn, Ogden, Utah—Adopted orders designating for hearing applications both requesting same facilities 1490 kc 250 w unl.

The Covington News Inc., Covington, Ga., and James S. Rivers d/b Southeastern Broadcasting System, East Point, Ga.—Same.

1570 kc

Vincent S. Barker and Gladys J. Barker d/b Freeport Broadcasting Co. and Kenneth G. Zweifel, Freeport, Ill.—Designated for consolidated hearing applications both requesting same facilities 1570 kc 1 kw D.

Tentative Calendar . . .

DECEMBER 10
Consolidated Hearing
Rome, N. Y.

REQUESTING CP new standard station 1450 kc 250 w unl.: Utica Observer-Dispatch Inc., Utica, N. Y.; Utica Broadcasting Co., Utica; Midstate Radio Corp., Utica; Ronald B. Woodyard, Utica; Copper City Broadcasting Corp., Rome, N. Y.

Applications . . .

DECEMBER 3

APPLICATIONS were filed for renewal of license of following standard stations: WBAB KGKB KOTN KYCA WIBM KPLC WIGM WKBB WNBZ. Also relays WEIH WEII WODJ KDAS.

W9XMT P. R. Mallory & Co. Inc., Indianapolis—Mod. CP as mod. authorizing new exp. TV station, for extension completion date only from 12-15-45 to 3-15-46.

Philco Radio & Television Corp., Philadelphia—Licenses to cover CPs authorizing new exp. TV relay stations W10XAF W10XAE W10XAD.

WTAG-FM Worcester Telegram Publishing Co. Inc., Worcester, Mass.—Vol. assgn. license to WTAG Inc.

WBEE Worcester Telegram Publishing Co. Inc., Worcester, Mass.—Same re portable mobile station.

570 kc

KMTR KMTR Radio Corp., Los Angeles—Transfer control licensee corp. from Marilynne Dalton Alcorn, Reed F. Callister, Gloria Dalton, J. F. T. O'Connor, Edward J. O'Conner and William V. O'Conner to Dorothy S. Thackrey. Involves 747.5 sh of 1,000 sh issued and outstanding, consideration of $375 per sh plus amount determined on difference of current assets and liabilities at time of transfer. M. D. Alcorn holds 10 sh (1%), to transfer half; R. E. Callister transfers all 122.5 sh; Gloria Dalton, president, transfers all 500 sh; J. F. T. O'Conner transfers all 75 sh; W. V. O'Conner transfers all 15 sh and with E. J. O'Conner transfers all 25 sh and Sallie Fonda Dalton, minor, sells all 1 sh. Remaining interest held by Arthur C. Farlow, v-p, 5%; Leona Farlow, 20%, and Willard Fonda, 0.25%. Legal counsel—Greenbaum, Wolff & Ernst, New York.

1130 kc

WDGY Mae C. Young, Executrix of estate of George W. Young, deceased, Minneapolis—Vol. assgn. license to Twin Cities Broadcasting Corp. for $301,000. Stock of Twin Cities Broadcasting: 5,000 sh common $100 par authorized; 600 sh issued and outstanding, all held by Stuart Investment Co., owner-operator KFOR KOIL and which is to pay $290,000 for additional 2,900 sh. Twin Cities officers (principals in Stuart Investment) are: Charles T. Stuart, pres.; James Stuart, v-p; J. Lee Rankin, sec.; Albert A. Koenig, treas.; Assignor legal counsel—Segal, Smith & Hennessy, Washington. Assignee legal counsel—Kirkland, Fleming, Green, Martin & Ellis, Washington.

1240 kc

KROY Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney d/b Royal Miller Radio, Sacramento, Cal.—Vol. assgn. license Harmco Inc. for $150,000. Harmco stock: 2,500 sh common $100 par authorized; 150 sh issued and outstanding. Stock divided equally among: Hattie Harm, pres., 100% owner KARM; Clyde F. Coombs, v-p, KARM gen. mgr. and v-p; Harold B. Frasher sec.-treas., KARM treas. Each is to acquire 400 sh additional. Assignee partners sell to devote more time to individual interests. Legal counsel—Hogan & Hartson, Washington.

1340 kc

WMSA The Brockway Co., South of Massena, N. Y.—License to cover CP authorizing new station. Also authority to determine operating power by direct measurement of ant. power.

1350 kc

KGHF Curtis P. Ritchie, Pueblo, Col.—Vol. assgn. license to Colorado Broadcasting Co. Inc. for $300,000. Colorado Broadcasting stock: 30,000 sh common no par authorized; 7 sh issued and outstanding. Officers and stock holdings: Gifford Phillips, pres., is financial backer, purchases 25,000 sh for $300,000 and at all times is to hold 51% or more of stock; Charles Alfred Johnson, v-p and treas.; Arthur A. Brooks Jr., sec.; Alfred L. Malmsten, asst. treas.; Samuel T. Jones Jr.; James B. Grant Jr.; Alice G. Johnson; Truman A. Stockton Jr. All now hold a share except Malmsten. Phillips is principal owner Golden Press Inc., Golden and Lakewood, Col. Assignee sells because of poor health. Legal counsel—Fisher & Wayland, Washington.

99.7 mc

William G. H. Finch, New York—Mod. CP, as mod. authorizing new FM station, for change frequency from 45.9 mc to Channel 59 (99.7 mc), change type trans. and install new ant. system. WGHF reserved.

Amendments

Central New York Broadcasting Corp., Syracuse, N. Y.—CP new FM (Metropolitan) station, 46.3 mc, 6,800 sq. mi. coverage, amended to change ant. system.

Bamberger Broadcasting Service Inc., New York—CP new commercial TV station, Channel 6 (96-102 mc) and ESR 1246, amended to change frequency to Channel 7 (174-180 mc) or to be assigned by FCC, ESR to 3146, change type trans. and make changes in ant. system.

Bamberger Broadcasting Service Inc., Washington—CP new commercial TV station on Channel 4 (78-84 mc) with ESR to be determined, amended to change frequency to Channel 5 (76-82 mc), ESR to 1496, specify trans. site and specify ant. system.

Philadelphia Daily News Inc., Philadelphia—CP new commercial TV sta-

tion, Channel 9 (180-186 mc), ESR 770.7, amended to request new Channel 8 and ESR of 865 and make changes in ant. system.

WATL J. W. Woodruff tr/as Atlanta Broadcasting Co., Atlanta, Ga.—CP change 1400 kc to 1380 kc, increase 250 w to 5 kw, install new trans. and DA-N and change trans. site, amended re changes in DA.

Radio Springfield Inc., Springfield, Ill.—CP new FM (Metropolitan) station, 46.7 mc or other available frequency and 8,050 sq. mi. coverage, amended to change name of applicant from Commodore Broadcasting Inc. to Radio Springfield Inc.

The Wm. H. Block Co., Indianapolis—CP new FM (Metropolitan) station, 43.7 mc, 9,316 sq. mi., amended to change type trans.

DECEMBER 4

560 kc

KFDM Beaumont Broadcasting Corp., Beaumont, Tex.—CP increase 1 kw to 5 kw, install new trans. and DA-N and change trans. site from Beaumont, Tex., to 1.6 mi. W. and 2.2 mi. S. of Orangefield, Tex.

1220 kc

WADC Allen T. Simmons, Tallmadge, O.—CP change 1330 kc to 1220 kc, increase 5 kw to 50 kw, install new trans. and DA-DN and change trans. site from North of Akron to Granger, O. (Facilities of WGAR requested).

Amendments

W2XJT William B. Still tr/as Jamaica Radio & Television Co., Jamaica, N. Y.—License to cover CP as mod., authorizing new exp. TV station, amended re emission and power.

National Broadcasting Co. Inc., Cleveland, O.—CP new commercial TV station Channel 4 (66-72 mc), ESR 8120, amended to change ESR to not specified, change type trans. and make changes in ant. system.

Radio Station WBIR Inc., Knoxville, Tenn.—CP new FM (Metropolitan) station on 45.1 mc and 3,230 sq. mi., amended to change name of applicant from American Broadcasting Corp. to Radio Station WBIR Inc., and change ant. system.

Woodrow Miller, San Bernardino, Cal.—CP new standard station 1240 kc 250 w unl., amended to request 1450 kc and omit request for facilities to be relinquished by KFXM (Contingent on grant of application of KPRO to change frequency).

Applications Dismissed

KENO Maxwell Keich & Laura Belle Keich d/b Nevada Broadcasting Co., Las Vegas, Nev.—CP change 1400 kc to 970 kc, increase 250 w to 1 kw and install new trans., ant. and ground system. (Request of applicant).

E. Anthony & Sons Inc., Providence, R. I.—CP new commercial TV station, Channel 10 (186-192 mc), ESR 1215 (Request of attorney).

DECEMBER 5

Amendment

Pittsburgh Radio Supply House, Pittsburgh—CP new FM (Metropolitan) station, 46.5 mc and 8,400 sq. mi. coverage, amended to change coverage to 21,400 sq. mi., change type trans. and make changes in ant. system.

WCKY

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Cosgrove Says OPA Impeding Progress

Pricing Policies Discourage Manufacturers, He Claims

OPA was charged with impeding reconversion of the radio industry by R. C. Cosgrove, president of Radio Manufacturers Association, in an address at a luncheon of the Radio Executives Club of New York Dec. 6.

Scarcity of radio set parts has delayed set manufacture, said Mr. Cosgrove. Although War Production Board had said the way was clear after V-J Day for production of several million units, "we will be fortunate indeed if a few hundred thousand radio sets are actually manufactured before Christmas," Mr. Cosgrove reported.

Main delay in the component parts program, he charged, was due to OPA pricing policies "which discouraged most manufacturers from aggressively pushing their development and production of peacetime components."

Mr. Cosgrove declared that labor and other costs had risen by greater percentage in the parts industry than in most other elements of the business and that "months elapsed without any price determination of an acceptable nature to many . . . manufacturers."

When discussing plans for manufacturing transmitters, Mr. Cosgrove mentioned that Mr. Petrillo's recent edict might "be a determent in some people's plans". He also revealed that six radio sets out of 1200 had so far been price tagged by the OPA this week.

Murray Joins ASCAP

DICK MURRAY will leave his present post as head of the Paramount and Famous Music companies, subsidiaries of Paramount Pictures, Jan. 1 to join ASCAP as executive assistant to John G. Paine, general manager of the society. Mr. Murray, whose new salary is reportedly $35,000 a year, has not been assigned any definite duties but will generally assist Mr. Paine, who is spending an increasing amount of his time traveling on ASCAP business. Mr. Murray will work closely with Herman Greenberg who continues as assistant general manager of the society.

Lyon Signs

LYON VAN & STORAGE Co., Los Angeles (moving, storage), on Dec. 6 started for 52 weeks, "Meet the Missus", on CBS Pacific stations, Thurs. 2:30-2:45 p.m. (PST). Agency is BBDO Los Angeles.

Appoint Buchanan

PRODUCERS RELEASING Corp., Hollywood (motion pictures), has appointed Buchanan & Co., New York, to handle advertising. Charles M. Amory is account executive.

Write "Maisie"

TRUE BOARDMAN and Forrest Barnes are collaborating with Artie Phillips in writing the CBS "Maisie" scripts.

Two Resign

RENE BOZARTH, program director, and Ruth Miller, musical director - traffic manager of KGFJ Los Angeles, have resigned.

Hunt Foods Expands

HUNT FOODS Inc., San Francisco, Dec. 4 expanded "What's Doin' Ladies?" on 14 American Pacific stations to 20 American western stations, Mon. thru Fri. 2-2:25 p.m. (PST). Agency is Young & Rubicam, San Francisco.

Bel-Tone Shift

DICK ELWELL has been made president of Bel-Tone Recording Corp., Hollywood (record mfgr.). He succeeds Jack Elliott who resigned because of radio and film commitments.

Back in Hollywood

MANN HOLINER, vice-president of Lennen & Mitchell, accompanied by Glenn Wheaton, writer on CBS "Frank Sinatra Show", has returned to Hollywood headquarters after several weeks in New York. With Dec. 19 broadcast program shifts from New York to Hollywood. Sponsor is P. Lorillard Co.

Sweeney Is Father

KEVIN SWEENEY, western division sales promotion manager of American before joining the Navy, and now associated with Fletcher Wiley Productions, Hollywood, is father of a boy born Nov. 28.

Hallicrafters Board

BOARD of directors of Hallicrafters Co., Chicago, was increased from three to seven members at the annual stockholders meeting Dec. 3. New board members are J. DeForest Richards, president of the National Boulevard Bank, Chicago; James C. Cardwell, chairman of the board of Cardwell Westinghouse Co., Chicago; Leo J. Doyle, president of Doyle, O'Connor & Co., Chicago, and Henry C. Forster, retired president of Radio Speakers Inc., Chicago. Reelected to the board were William J. Halligan, president of the firm; R. W. Durst, executive vice-president, and J. J. Frendreis, secretary-treasurer.

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RMA Engineers Reject Number Use

Advise Frequency Designation In Sets for Upper FM Band

USE of frequency designations for the upper FM band in new radio receivers was recommended Wednesday by the RMA Receiver Section, Engineering Dept., at a meeting in New York. The FCC-NAB channel number idea was rejected.

The action represents the unanimous opinion of engineers, looking on the problem from a purely technical and scientific aspect, according to Dorman D. Israel, receiver section chairman and vice-president in charge of engineering and production of Emerson Radio & Phonograph Corp.

Committee decision will be taken up in January by the RMA's receiver set division, which is expected to make a recommendation for guidance of set makers in building receivers tuning the upper FM band.

The engineering group did not go into the listener or commercial angles of set manufacture, since it was acting under a directive from the RMA board to make an engineering recommendation. The engineers felt that since the frequency designations are scientifically fixed, whereas channel numbers or other designations are purely arbitrary, a frequency numbering plan was preferable. The action was unanimous.

FCC on Nov. 16 adopted a set of channel designations covering the upper FM band [BROADCASTING, Nov. 19]. NAB previously had conferred with FCC on the plan, designed to simplify tuning by listeners and to provide for possible expansion of the band.

Surveys of set manufacturers by RMA and NAB had indicated overwhelming sentiment among set makers in favor of the channel numbering system. Final choice rests with individual manufacturers.

GM Radio Continues

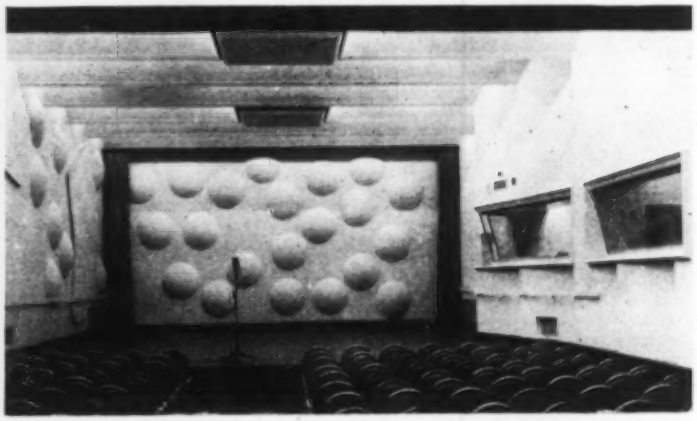
ALTHOUGH General Motors Corp., Detroit, is cancelling its newspaper and magazine advertising due to the strike, the company will maintain its institutional radio advertising, such as the *General Motors Symphony of the Air*, on NBC, Sunday 5-6 p.m. through Kudner Agency, New York, and John W. Vandercook, on NBC Saturday 5:30-5:45 p.m., through D. P. Brother & Co., Detroit. Company is also maintaining sponsorship of a series of spot announcements in connection with the labor problem in various cities, through Campbell-Ewald Co., Detroit.

CBS Promotes

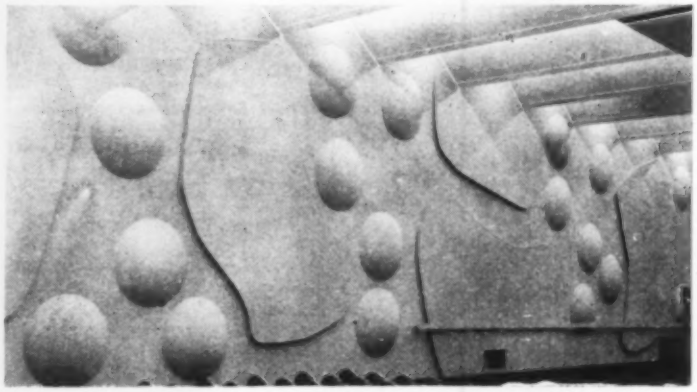
CBS has sent out a mailing piece on "Assignment Home", Saturday series, picturing the returning veteran at home, looking for a job, visiting the doctor, going to work, etc. Piece opens up into a poster acclaiming "Assignment Home" as "The Biggest Show in Town".

NBC UTILIZES NEW SOUND AIDS

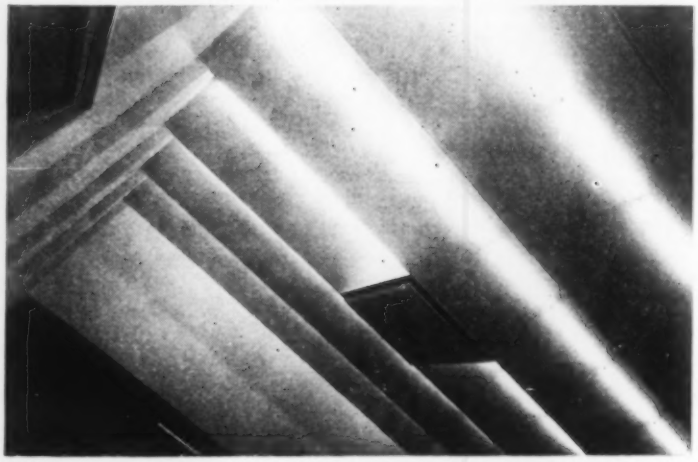
Latest Acoustical Developments Are Used In Equipping Net's New Studio 6D



LATEST acoustical developments are employed in NBC's new Studio 6D in New York. Rear wall of stage is wholly reflective, and applied on it are "diffusispheres" which, placed at random, prevent discrete reflections. Drapery helps control acoustical conditions on stage for proper microphone balance. Control and clients' booths are adjacent.



SIDE WALL opposite the control booth has acoustical treatment applied in irregularly shaped surfaces, with the intervening reflective space covered with random-spaced diffusispheres. Major portion of the flat rear wall is treated over with a rockwool blanket covered by a perforated asbestos board. Studio, air-conditioned, is 30 by 67 feet and seats 227.



SAWTOOTH-SHAPED ceiling diffusely reflects sound and aids in proper direction and reflection of the fluorescent lighting. Studio 6D replaces old NBC Studio 8G, which will be used for other purposes. It was built under the supervision of O. B. Hanson, NBC vice-president and chief engineer. Acoustical design was by George M. Nixon, architectural supervision by W. A. Clarke, and equipment by C. A. Rackey.

RCA Makes 5,000 Patents Available

FIVE THOUSAND patents owned by RCA have been made available by the company for listing in the *Register of Patents Available for Licensing*. The *Register* was established in the U. S. Patent Office last June 1 under direction of Secretary of Commerce Henry A. Wallace.

All patents owned by RCA are made available under terms of the corporation's standard licensing agreements as a result of this action, according to the Department. The RCA agreements include rights under patents owned by General Electric Co., Westinghouse Electric Corp., American Telephone & Telegraph Co. and others. These rights, of course, cover only the extent to which RCA has the right to grant licenses.

RCA's patents mainly cover broadcast receiving sets including television, phonographs, broadcast transmitting apparatus, transmitting and receiving apparatus for commercial use, tubes and sound motion picture devices.

The *Register* was established to aid manufacturers in finding new products for reconversion and for future years. Secretary Wallace expects many useful inventions which might otherwise remain dormant many years to be brought into early use as a result of the *Register*. The list now includes some 9,000 patents.

The Department says inquiries concerning patents listed by RCA should be addressed to the corporation's general offices at 30 Rockefeller Plaza, New York 20, N. Y.

OPERA BROADCAST GIVEN 4.2 RATING

BROADCAST of the opening of the Metropolitan Opera season Nov. 26 to which American devoted its full schedule from 8 p.m. on, was given a 4.2 rating by the Cooperative Analysis of Broadcasting. Rating covers the 8-11 p.m. time during which the opera broadcast attracted an average of 13.8% of the listening audience. An average of 30.2% of radio homes reported sets-in-use during the three hours. Texas Co., New York, sponsors of the Saturday afternoon opera broadcasts on American, also sponsored the premier. Agency is Buchanan & Co., New York.

Washington *Evening Star* (WMAL Washington, American Affiliate) said in an editorial that "radio as entertainment reached a new level of achievement" with the opera broadcast. "The premier broadcast of a Metropolitan opening . . . was in itself a news event, notably attractive as a fragment of history . . . The excitement of the whole occasion came over the ether in a manner that will not be forgotten soon. Everybody who shared in the performance deserves congratulation."

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Help Wanted

Help wanted—Transmitter man with first class license at a progressive Michigan station, good working conditions. Send your qualifications and references. Box 473, BROADCASTING.

Announcer for progressive network outlet northern New York. Box 539, BROADCASTING.

Wanted—War veteran with first class license for local AM station located in state capital of midwestern state. State salary requirements, marital status, and previous experience. Box 566, BROADCASTING.

Engineer, copy writer and beginning announcer needed for ideal southern network station. Write fully, stating salary expected. Box 569, BROADCASTING.

Radio script writers—The American Legion will employ two radio script writers full time. Must be World War II veterans and have experience. Give full details, experience and present employment in first letter. The American Legion, Public Relations Division, 777 Meridian, Indianapolis, Indiana.

Operator-announcer, New York FM station WGYN. Apply Room 5808, Seventy Pine Street, Between Ten and Twelve A.M.

Wanted—Topnotch announcer. $60.00 per week, 40 hour base. KMLB, Monroe, La.

Can you announce? Ad lib A-1 Morning Alarm Clock Show? Newscast? Must be sober, reliable. Permanent. $75.00 and room. Give references. Box 579, BROADCASTING.

Hammond Electric Organist who can double as singer-announcer. Man or woman. Box 580, BROADCASTING.

Top flight newscaster, network quality. Liberal salary, talent fees. Box 581, BROADCASTING.

Salesman or woman. Only station in city. If earning less than $100.00 weekly contact us. Box 582, BROADCASTING.

Situations Wanted

Producer—program director. Nine years experience includes production, directing, announcing, writing, acting. Now Army Captain awaiting release. Agency preferred. Box 542, BROADCASTING.

Chief engineer-announcer. Desires permanent position combination, chief or operator. Experienced. Reliable. Prefer midwest or southwest. Box 558, BROADCASTING.

Naval officer available Feb. 1, 1946 for position as chief engineer new FM station. Prefer west or southwest location. Box 559, BROADCASTING.

Experienced radio news broadcaster and commentator familiar with Far East political and economic problems through residence in China. Working knowledge of written and spoken Chinese language and French. Desires position specializing in news with station having wider radius than present location. Box 474, BROADCASTING.

Chief engineer—Available December 15. Total pre-war experience 10 years. Good engineering education. Definite executive ability. Progressive ideas. Married. Desire permanent placement with expanding station. Box 494, BROADCASTING.

Situations Wanted (Cont'd)

Station manager—chief engineer. Naval officer, expecting January release, desires connection with new station in small city where economy of staff is necessary. Thoroughly experienced in station management, sales, engineering and construction. Capable announcer. First class license. I'm looking for hard work and lots of it in return for minimum salary and commission of $350.00 monthly. Available February 15th. Box 545, BROADCASTING.

Recording director, producer, veteran. Had staff of 20 men transcribing 6 hours of programs per week for Army pro. Overseas managed AFRS station. Qualified engineer, built 4 studio set ups for Army. Will go anywhere. Box 549, BROADCASTING.

Young man, 35 years of age, married, desires position with station contemplating expansion. Licensed since 1931. Nine years at transmitter before entering Navy. Experienced in installation and maintenance of transmitter and studio equipment. Naval experience all in materiel, VHF and FM. Los Angeles preferred. Box 555, BROADCASTING.

Total of eight years in various phases of radio maintenance and operating. First phone license. Announcing fair. Will handle combination job with proper pecuniary compensation. Prefer midwest, southwest or Rockies. Veteran. Box 557, BROADCASTING.

Army captain on terminal leave, college graduate, 6 years experience announcing and script writing, desires position in midwest states. Address C. A. Hanson, 1801 Rawley Ave., Madison, Wisc.

Veteran awaiting discharge; experience, 8 years civilian, 4 years army as control operator; production shows, remote. Go anywhere. No floater. Sgt. Norman T. Lewis, Box 202, Petersburg, Virginia.

Situations Wanted (Cont'd)

Veteran available for announcing or technical work with good technical training and some commercial experience. Will apply for engineers license. Lewis H. Danforth, 111 S. Maple St., W. Hempstead, L. I., New York.

News writer who can double as engineer. First telephone license. 12 years radio, six in combination with press services. Midwesterner, 29, married. Anything, anywhere considered immediately. Wynn, 318 West 60th, Los Angeles.

Station manager or assistant—8 years actual experience programming, continuity, sales manager, general manager when inducted. Age 36, married. Available 1st January. Sgt/Major in Army. Position must be permanent. Box 560, BROADCASTING.

Veteran wants job as copy writer with advertising agency or radio station. Spot commercials, news, music or religious continuity, what have you. Midwest, especially Michigan, preferred. References. Box 561, BROADCASTING.

Engineer. Just released from service. Would like to contact position in the east. Technical school graduate, experienced in design, construction, maintenance and FM. Box 562, BROADCASTING.

Brothers—Veterans. Experienced in radio announcing. Graduates Radio Institute of Chicago. One had own program on station affiliated with American Forces Network. Work well as team. Familiar with all phases of radio entertainment. Play six musical instruments. Available short notice. Box 563, BROADCASTING.

Control circuit and studio control designer. Full time or project basis. Remote control a specialty. Box 564, BROADCASTING.

Attention! Want a writer? A producer? Someone willing to work hard? Young woman producer, writer would like position on progressive station. Will travel anywhere. University degree, experienced musical, interview, dramatic shows. Solid theater background. Now employed dual network sound effects. Box 565, BROADCASTING.

Situations Wanted (Cont'd)

Former station manager, just back from two years in the Pacific, seeks opportunity at station in small or medium-sized community. Management, production, programming, scripts. Write Box 571, BROADCASTING.

Announcer—Ex-Navy Lt. with some experience available at once. Excellent voice, considerable sales experience. Writing ability. University graduate, married, dependable, good appearance. Ralph B. Reid, P. O. Box 489, Elgin, Illinois.

Electronics engineer, soon to be released from war work, invites consideration for filling permanent, responsible, engineering position. BEE degree. Experience in broadcasting and UHF techniques. Available February first. Address R. E. Patterson, 377 East Madison Avenue, Springfield, Ohio.

Veteran engineer, 6 years varied experience transmitter, studio, 3 years Radar high frequency work as radio technician in Navy. 1st phone. Family man. Young. Seek permanent position at progressive station with high aims. Excellent references. Kenneth Hestor, 1020 E. 5th St., Erie, Pennsylvania.

Chief Engineer—11 years. Graduate engineer. 31, father. Complete charge development, installation, operation. A driver, not a theorist. Box 572, BROADCASTING.

Just got permanent shore duty. Desire to resume radio announcing at progressive station immediately. Experience 1½ years CBS affiliate. Familiar with all phases radio broadcasting. Will travel. James Honig, 294 Union Ave., Brooklyn, New York.

Radio operator, have second class license radio telegraph and telephone. One year's experience as telegraph operator—very little experience at radio telephone. Ex-Merchant Marine officer. Willing to go anywhere. Box 573, BROADCASTING.

Continuity director—Capable of supervising department and writing topnotch copy desires change for greater opportunity. Box 575, BROADCASTING.

Special events man—All sports. Dischargee looking for permanent position with station preferably in large city. Also, capable of doing all-around staff work. Family man—23 years of age—4 years commercial radio experience. While overseas with American Forces Network handled first bull fight broadcast in American radio history. If interested contact Box 578, BROADCASTING.

Commercial manager. Desire change. Discharge veteran with newspaper and radio advertising sales experience. Best of references. Sales record speaks for itself. Invite interview and investigation. Minimum compensation $6,000. I prove my statements. Box 576, BROADCASTING.

Veteran New York announcer—Producer must move south or west due to wife's health. Current contract expires Jan. 1. Wire collect for particulars. Box 577, BROADCASTING.

Experienced New York production man desires program directorship in another town. Degree in radio, ten years in the business. Wire collect for particulars. Robert Mann, 333 Riverside Drive, New York, N. Y.

First class radiotelephone license. Amateur W5JLT. Three years Navy radio technician program. Married. 31 years old. Desire permanent position in southwest. James W. Birdsong, P. O. Box 444, Mt. Vernon, Texas.

WANTED TO BUY

250 Watt Radio Station

West or Midwest

Send complete details

BOX 568, BROADCASTING

FOR SALE

Established 250 watt network affiliated Pennsylvania radio station.

BOX 547, BROADCASTING

The **SCHOOL** *of* **RADIO TECHNIQUE**

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

For Full Details, Request Booklet L

NEW YORK 20, N.Y. [illegible]

CHICAGO 4, ILL. [illegible]

'Voice of America' Curtails Service

SINCE NOV. 1, "Voice of America", U. S. international shortwave broadcasts to Europe, have discontinued direct transmissions to Portugal, Belgium, The Netherlands, and the Scandinavian countries, in line with the State Dept.'s order to curtail these activities from large scale war operations.

"Voice of America" programs are now beamed in 18 languages, less than half as many as during the war. Spot news operations of the shortwave radio stations of the Interim International Information Service have also been severely cut, so that IIIS now sends out little spot news from America except to Germany, Austria and Japan.

Streamlining from war-time operations to long range program geared for peace has meant a drastic reduction in the force of IIIS, so a placement office has been set up by IIIS Labor Management Committee at 250 West 57 Street, New York, for radio executives and organizations interested in obtaining services of former overseas branch owners who were engaged in radio work of all types.

Situations Wanted (Cont'd)

Available immediately, experienced woman's commentator, programming, continuity. College graduate. Background with network stations. Box 538, BROADCASTING.

Operator—First class license, veteran. Go anywhere, preferably south. Donald Brienen, 970 School Place, Green Bay, Wisconsin.

Wanted to Buy

Wanted—Complete equipment for 250 watt AM station. Box 567, BROADCASTING.

For Sale

Two Radiotone Transcription turntables, slightly used, $250.00. WNEX, Macon, Georgia.

For Sale—Presto Model Y recorder complete with extra 75-A recording turntable. Immediate delivery $900.00 plus shipping charges. For Sale—new Presto 6-N recorder with microscope and extra feedscrew also used Presto 85-E amp. Box 546, BROADCASTING.

Miscellaneous

Wanted to rent, wire laying plow, urgently needed. Station WSPA, Spartanburg, S. C.

SPORTSCASTER—WANTS PERMANENT ENGAGEMENT

BACKGROUND

Age—Thirty
Education—University
Service—3½ Years Army Officer
Experience—Newspaper Sportswriter; Broadcasting International League Baseball Games, American League Hockey Games, Big Time Wrestling, General Sports and News.

Should be of interest to stations who may be thinking of vigorously entering sports field or strengthening present organizations.

A letter, wire or phone call, naming an appointment at your convenience, without obligation to you, to discuss personally, will be appreciated.

Thank you for granting me an interview.

BOX 570, BROADCASTING

Jett Clarifies FCC Position on FM; Reiterates Lower Band Use Temporary

TO CLEAR up confusion resulting from reports in other publications as to a possible change in FM policy, FCC Commissioner E. K. Jett told BROADCASTING last week he had made no statement to anyone in regard to shifting the FM allocations back to the old band or that he had commented upon the advisability of manufacturing two-band FM sets.

Commissioner Jett reiterated that FM operations in the lower band will be continued only until upper band receivers are generally available. He emphasized that in recent published correspondence with Dr. O. H. Caldwell, editor, *Radio & Television Retailing*, which apparently gave rise to erroneous reports, he was referring only to the "continued temporary use" of the 44-50 mc band until FM receivers are available in the upper band.

Commissioner Jett issued the following statement:

"Dr. Caldwell wrote to me on Nov. 8 and urged that the Commission 'delay ordering the complete shutdown of the 44 mc channels for some time or possibly a year or so—until FM experience and development has fully progressed on the new channels—and television really needs this 44-50 mc band.' He stated that 'such a course would parallel the Commission's recently very wise action with respect to television wherein you authorized its continued operation on the present familiar television channels while permitting experimentation in the higher frequencies.' In my reply I advised Dr. Caldwell as follows:

> As you know the Commission has granted about 125 applications for new FM stations in addition to providing new assignments for existing licensees and permittees. Since there are about 500 more applications it is reasonable to assume that several hundred will be approved by the end of 1945. This should result in the construction of a large number of stations during 1946, which will enable the Commission to determine whether the existing frequencies should be continued or turned over to television. At any rate I can assure you that we do not intend to close the present band until service is generally available in the new band.

"In this connection it will be noted that the foregoing conforms with the Commission's public notice of Sept. 4, 1945:

> The Commission recognizes that equipment may not be presently available for operation with the radiated power specified. Accordingly, licensees will be permitted to operate with less power until such time as materials and equipment are obtainable. Moreover, until such time as it appears that receivers for the new band are generally available to the public and owners of existing receivers have had the opportunity to adapt or convert them to the new band, licensees will also be permitted to continue operation on their existing assignment in the old band. However, when receivers and converters are available for the upper frequencies, dual operation will be terminated.

"Insofar as I am aware, there is no thought of continuing the band 44-50 mc for FM after FM receivers are generally available to the public in the upper band 88-108 mc. Moreover, the Commission announced as recently as last week that the band 44-50 mc would be assigned to Television (Community) stations."

PARSONS PROMOTED BY NBC RECORDING

WILLIS B. PARSONS, assistant sales manager of NBC's Radio Recording Division has been appointed to the newly-created post of manager of Thesaurus & Syndicated Sales, Robert Friedheim, department manager, announced last week in connection with a realignment of executives.

Mr. Parsons

Charles W. Hicks Jr., for 10 years program manager of WSOC Charlotte, N. C., has joined the department as manager of recording sales. He succeeds Walter B. Davison, who has resigned to join Capital Records.

Bert Wood, formerly a producer-director in the department, has been named program manager. Morris W. Hamilton of the department staff has been named associate producer, handling special production assignments.

Norman Cash, recently a lieutenant in the army, has joined the department as program director and Donald Mercer, a former Army captain, as sales supervisor, replacing Ward Barnes who is leaving on a survey of the southwest.

American Boosts Loan

AMERICAN devoted a total of 17 hours and five minutes to special programs designed to support the Victory Loan Drive during the period from Oct. 28 through Dec. 8. This time is exclusive of more than 200 Victory Bond announcements, allocated by the War Advertising Council, made on network sustaining and cooperative programs.

Publishers Okay ASCAP

MORE than 80% of the publisher members of ASCAP have signed agreements authorizing the society to handle television rights to their music, ASCAP reported last week. Returns from writer members, however, have not yet reached the 80% figure required by th e ASCAP bylaws.

Philco Show to Coast

PHILCO RADIO Corp. Sunday program on American, *Radio Hall of Fame*, will leave New York following the Jan. 6 broadcast and, after a broadcast from Chicago on Jan. 20, will originate from Hollywood for the remainder of the winter. Program will be broadcast from a number of other cities across the country before returning to New York about April 1. Personnel of Hutchins Adv. Co., New York, agency in charge, will accompany show to the Coast. Plan to visit other cities is designed largely for the benefit of Philco distributors and dealers, who have placed orders for $110,000,000 worth of products before June 1946, an increase of 43% over 1941, the company's best previous year. After the *Radio Hall of Fame* returns to New York it will continue on American from that city, the agency stated, denying rumors that it was to be dropped in the spring.

Shea Rejoins WNEW

BILL SHEA, recently discharged from AAF as captain, has returned to WNEW New York as member of continuity department.

Keeshan Returns

LT. JOHN W. KEESHAN, recently discharged from the Navy, has rejoined Birmingham, Castleman & Pierce, New York, as manager of the traffic department.

WANTED

Manager for Television Station

The man we're looking for will have had several years experience as the manager of a successful radio station in a large metropolitan center. He'll know programming . . . talent . . . production — as well as the commercial and management side of broadcasting. He'll be long on energy, ideas and imagination and probably very short on television experience. We'll supply that. For the right man this is a ground-floor opportunity in a tremendous new industry. Write, outlining your experience in detail. Negotiations in confidence, if you wish. Our organization knows of this advertisement.

BOX 574, BROADCASTING

Survey

(*Continued from page 20*)

religious programs among the first five types of programs in the "liked best" category. Aside from news, the programs most preferred are those least obtainable from the high powered stations, they assert.

The regional group further points to findings in the survey relating to relatively low interest of rural listeners in classical music and serial programs. These findings, they contend, prove that farmers require a distinctive kind of programming.

The regional spokesmen feel that the survey was a fair one and emphasize that they have never objected to its formulation under auspices of the government.

The study, officially entitled "Attitudes of Rural People Toward Radio Service," was prepared by the Division of Program Surveys of the Bureau of Agricultural Economics. Dr. Angus Campbell, who was acting head of the division while Dr. Rensis Likert was in Europe, and Dr. Patricia Woodward directed the study. Reprints of the report will be available for general distribution in a few weeks at the division headquarters in the South Agriculture Building, Washington.

FBIS Ends Operations Because of Money Cut

CREATED five years ago to enable government agencies to keep abreast of foreign radio propaganda activities, the Foreign Broadcast Intelligence Service ceased operations last Wednesday. The Commission ordered the service suspended after the House reduced the FCC national defense funds to $465,000.

Was to Have Folded

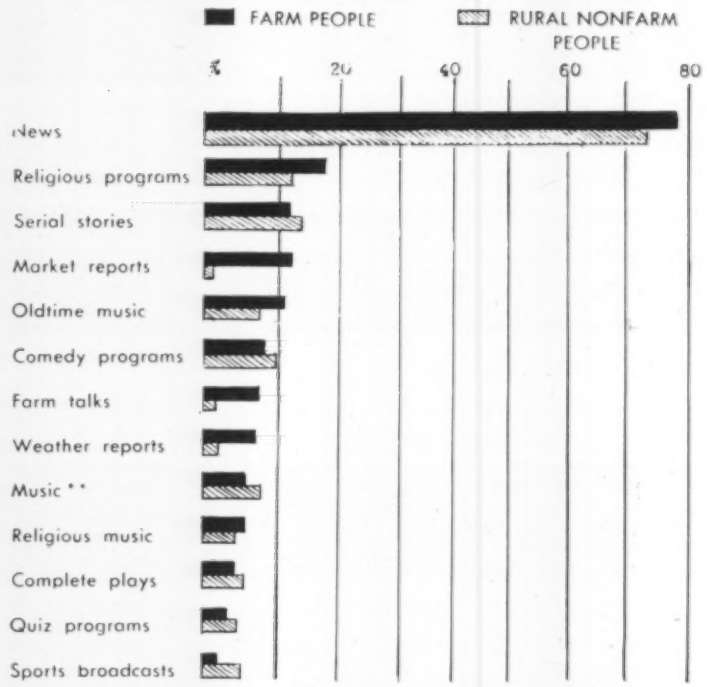
Established as a war agency, the FBIS was to have automatically folded up two months after the end of hostilities. It had been continued temporarily at the request of the State Dept., however, which has been interested in maintaining the operation. Despite the request, the House cut the FCC appropriation by $930,000, ordering FBIS liquidated. Later the Senate restored it and last week both houses adopted a conference report, making the reduction $465,000, leaving only enough funds to liquidate the FBIS. The Radio Intelligence Division budget was left intact.

Although the Commission disclosed it was notifying its 275 employes their services were being terminated Dec 10 strenuous efforts were being made by the State, War and Navy Departments to save the operation. A State Department spokesman said these agencies had great need of the service. It was expected the question will be definitely determined early this week.

Reidy Appointed

JOHN J. REIDY, for 10 years with Schick Inc., New York, has been appointed sales promotion manager of the company.

WHAT KIND OF PROGRAM WOULD YOU MISS MOST *

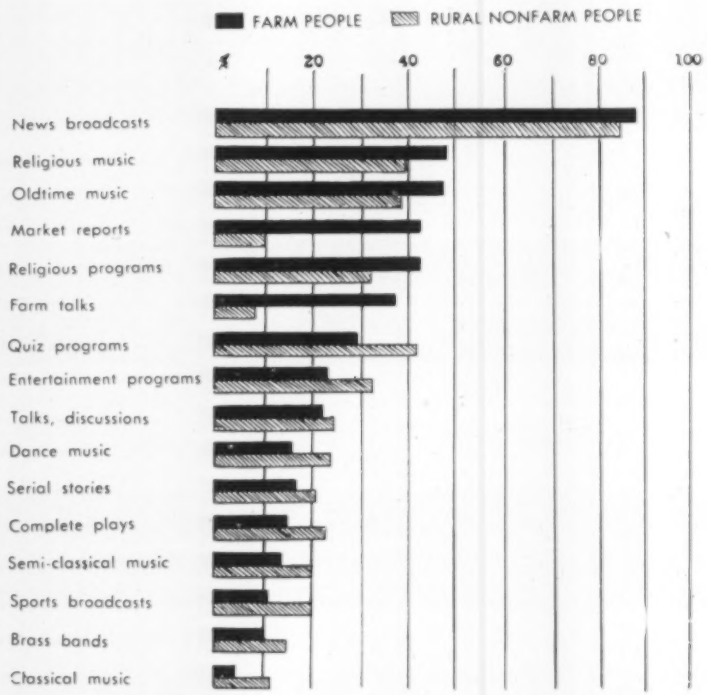


* This question was followed by "What other kind of program would you miss?" Answers to both questions are tabulated here. Not charted are programs mentioned by less than 5% in either group; talks and discussions, 2% of farm people, 4% of rural nonfarm people; popular music, 2% and 3%; dance music, 2% and 3%; classical music, 1% and 3%; mystery stories, 1% and 2%; humorous episodes, 1% and 2%.

** Kind not specified.

DIFFERENCES in program taste between farm and nonfarm rural listeners were determined by the attitudes survey through inquiry as to what *other* kinds of programs would be missed most. As shown by this chart, religious programs, weather reports, old-time music, and farm talks are considerably more important to farmers than to other rural people.

FIVE PROGRAMS CHOSEN AS "LIKED BEST"



KINDS of programs "liked best" are not necessarily regarded as *most important*, as shown in this chart from the report on the radio attitudes survey. A comparison with Fig. 4 reveals that a greater proportion of rural listeners choose religious music from the standpoint of preference than from that of importance. Quiz programs also rank higher in popularity among rural people than in importance.

WMOB MOBILE SOLD TO J. L., G. N. NUNN

PURCHASE OF WMOB Mobile from S. B. Quigley by J. Lindsay Nunn and his son, Gilmore N. Nunn, for $250,000, was consummated last week. The transaction is subject to FCC approval.

The Nunns now operate WLAP Lexington, Ky.; WBIR Knoxville; WCMI Ashland, Ky., and KFDA Amarillo. The younger Nunn recently returned to active direction of the radio properties after having been released from Army Air Transport Command with rank of major.

WMOB has been in operation since 1939 and is an American outlet. Mr. Quigley is in the automotive finance and radio appliance business, in addition to his station ownership. The station operates on 1230 kc with 250 w.

Fisher & Wayland, counsel for the licensee, and Dempsey & Koplovitz, counsel for the Nunns, contemplate compliance with the proposed FCC advertising bid procedure enunciated in the Avco-Crosley decision.

Withycomb Now Radio Adviser To Sun Papers

DONALD WITHYCOMB, former general manager of WFIL Philadelphia and more recently head of the international division of American, has been named radio adviser and consultant to the *Baltimore Sun* papers, it was announced last week. The newspapers are applying for a new AM station on 850 kc with 1,000 w fulltime, as well as for a metropolitan FM station.

Mr. Withycomb

Mr. Withycomb is headquartering in Baltimore and is spending considerable time in Washington in connection with processing of the applications. Before joining American last year, he was identified with international radio operations of Coordinator of Inter-American Affairs. He was station relations manager of NBC during the tenure of M. H. Aylesworth as president.

BMB Membership 65%

MEMBERSHIP in the Broadcast Measurement Bureau Inc., New York, now comprises 65% of all U. S. commercial radio stations, with a total of 580 stations signed as members. Recent subscribers are WATT WSAV WOLS WBT KGGF WHB KFNF KVSO KSAL WEST WGAL WORK WGY.

RWG Elects

EDWARD BURKE of American Broadcasting Co., San Francisco, has been elected chairman of Radio Writers Guild, San Francisco chapter, for coming year. Other officers include Robert Mullen, freelance writer, vice-chairman, and Margo Atwood of American, executive secretary. Guild recently completed negotiations with American and NBC on contracts covering news writers.

OPA Retail Ceilings on 35 More Sets

Higher Increase Factor For Condensers Is Allowed

TWELVE radio manufacturers have been given retail ceiling prices on 35 table model receivers, Office of Price Administration announced Friday. This makes authorizations for 41 models to be manufactured by 15 firms, the first three having been authorized a week before [BROADCASTING, Dec. 19].

Earlier in the week OPA allowed further price increase factors for certain parts and gave other relief to manufacturers. Increase factor for variable condensers, which had been pegged at 13.5%, was boosted to 16.5%.

Last week's authorizations, except one, were for AM sets using AC or DC power, all one-band except where specified. Following are the ceilings allowed:

Garod Radio Corp., Brooklyn—Model 5A-1 Walnut, 5-tube, 4½-inch speaker, plastic cabinet, 5¾ x 10¾ x 4¾ inches, $24.50; Model 5A-1 Ivory, same specifications except color, $25.90; Model 5A-2, same specifications except two-tone green color, $26.60; Model 5AU-1 Walnut, same specifications, $25.60; Model 5AU-1 Ivory, same specifications, $27; Model 5AU-2, same specifications, plastic two-tone color, $27.50; Model 6AU-1, 6-tube, 5-inch speaker, Catalin cabinet with handle, 7 x 11¾ x 6¼ inches, $37.55.

Globe Electronics Inc., New York—Model 500, 5-tube, 5-inch speaker, wood-leatherette cabinet, 12 x 12 x 5 inches, $25.70; Model 551, 5-tube, 4-inch speaker, Catalin two-tone cabinet 5½ x 8½ x 5⅛ inches, $26.40; Model 601, 6-tube, 5-inch speaker, wood walnut cabinet 14 x 8 x 9 inches, $29.10.

Industrial Electronic Co., Berkeley, Cal.—Model 5-051-A, 5-tube, plastic, fungicide treated cabinet, 5½ x 10 x 5 inches, $20.20.

International Detrola Corp., Detroit—Model 568-20, 5-tube, 5-inch speaker, metal and wood, leather-covered cabinet, 12 x 7 x 7½ inches, 2 bands, $27.35.

Mason Radio Products Inc., Kingston, New York—Model 45-1, 5-tube, 5-inch speaker, plastic cabinet, 10¾ x 6½ x 6¼ inches, $23.45; Model 45-2, 6-tube, 5-inch speaker, plastic cabinet, 12 x 7 x 7¼ inches, 2-band, $28.25.

Molded Insulation Co., Philadelphia—Model RS-1, 5-tube, 4-inch speaker, plastic cabinet with rounded edges, 8⅛ x 4⅝ x 5⅝ inches, $17.60.

Montgomery Ward, Chicago—Model 1503 Airline, 5-tube, plastic-walnut cabinet, $17.81; Model 1504 Airline, 5-tube, plastic-ivory cabinet, $17.97.

Noblitt-Sparks Industries, Inc., Columbus, Ind.—Model 544-Arvin, 5-tube, 5-inch speaker, plastic, walnut cabinet, 6 11/32 x 5 29/64 x 9 11/16 inches, $15.40; Model 544-A Arvin, 5-tube, 5-inch speaker, plastic, ivory cabinet, 6 11/32 x 5 29/64 x 9 11/16 inches, $15.65; Model 664-Arvin, 6-tube, 5¼-inch speaker, plastic, walnut cabinet, 7 19/64 x 6¾ x 12 inches, $25.60; Model 664A-Arvin, 6-tube, 5¼-inch speaker, plastic, ivory cabinet, 7 19/64 x 6¾ x 12 inches, $25.90; Model 6002-Silvertone, 4-tube, 4-inch speaker, metal cabinet, 5 x 6⅜ x 4 5/32 inches, $10.55; Model 6050-Silvertone, 6-tube, 5¼-inch speaker, wood cabinet, 8¼ x 14¾ x 7¾ inches, $29.35.

Regal Electronics Corp., New York—Model L46, 6-tube, 5-inch speaker, wood cabinet, 5¾ x 7 x 11 inches, $26.30.

Frank Rieber Inc., Los Angeles—Model Hodges, 5-tube, 4-inch speaker, plastic cabinet, 7 x 11 x 7 inches, 2-bands, $31.20.

Sheridan Electronics Corp., Chicago—Model 1543F, 4-tube, battery, 5-inch speaker, plastic, walnut cabinet, 6¾ x 10¾ x 5¼ inches, $19.75; Model 1544F, 4-tube, battery, 5-inch speaker, plastic, walnut cabinet, 6⅝ x 9½ x 5¼ inches, $19.75; Model 1553R, 5-tube, 5-inch speaker, plastic, walnut cabinet, 6¾ x 10¾ x 5¼ inches, $19.25; Model 2553R, 5-tube, 5-inch speaker, plastic, ivory cabinet, 6¾ x 10¾ x 5¼ inches, $20.20; Model 1554R, 5-tube, 5-inch speaker, plastic, walnut cabinet, 6⅝ x 9½ x 5¼ inches, $19.25; Model 2554R, 5-tube, 5-inch speaker, plastic, ivory cabinet, 6⅝ x 9½ x 5¼ inches, $20.20.

Sonora Radio & Television Corp., Chicago—Model RBU176, 5-tube, 4-inch speaker, plastic, ivory cabinet, 7 x 10 11/16 x 6 9/32 inches, $22.40; Model RBU 207, 5-tube, 4-inch speaker, wood cabinet, 8¼ x 11⅜ x 6⅜ inches, $29.95.

Teletone Radio Co., New York—Model 100, 5-tube, 5-inch speaker, wood, walnut cabinet, 7½ x 11¾ x 7 inches, $27.55; Model 111, 5-tube, 5-inch speaker, wood, walnut cabinet, 7¾ x 10⅝ x 6½ inches, $27.55; Model 113, 5-tube, 5-inch speaker, wood, walnut cabinet, 7½ x 13½ x 6¾ inches, $29.40.

Britain Withholds Demands for 200-mc Markers Pending Tests in Washington

THE BRITISH Commonwealth has agreed not to push its demands to use the spectrum, 200-225 mc, for aviation radar markers following representations by U. S. delegates at the Bermuda Telecommunications Conference, which ended last week. Britain and Canada had proposed an international aviation marker system that would eliminate three American television channels, an amateur band and Government fixed and mobile services [BROADCASTING, Sept. 3].

As a result of representations by FCC Chairman Paul A. Porter, vice-chairman of the U. S. delegation, and Maj. Gen. Frank E. Stoner, Army Signal Corps, chairman of the Conference Technical Developments Committee, Canadian and British delegates agreed to a series of tests between the British system in the 200-mc band and the U. S. equipment designed for use in the 1,000-mc band. These tests will be made in Washington as soon as possible and a report on results will be submitted to both sides by Jan. 31, 1946.

In any event it is understood the FCC will not agree to any allocation that would adversely affect the three television channels in the 200-mc band or the amateur band, 220-225 mc.

State Dept. late Friday announced terms of an agreement signed by the U. S. and British Commonwealth on rates, etc. to become effective no later than April 1, 1946.

Signatories agreed to retain radiotelegraph direct circuits to the United Kingdom, pending further study as to needs. New circuits were authorized for South Africa, Jamaica, Palestine and Ceylon, subject to agreements with various governments.

Both the U. S. and British Commonwealth agreed not to support or approve efforts by their respective companies to prevent or obstruct establishment of direct circuits between the U. S. or British Commonwealth and other countries.

Ceiling rates between the U. S. and British Commonwealth will be 30 cents or 1 shilling. As for press rates a ceiling of 6½ cents or 4RD was agreed upon, no rate already below the ceiling to be increased.

The signatories approved private point-to-point channels for the press communications principle. U. S., the United Kingdom and Canada will permit direct reception of multiple address press radio communications. Australia, New Zealand, South Africa, Indian and the United Kingdom on behalf of her colonies will arrange for reception through telegraph administrations, position of southern Rhodesia reserved.

Should the United Kingdom Government desire to open direct radiotelegraph circuits with any countries with which U. S. companies may have exclusive arrangements, the U. S. Government will use its good offices with the companies and the governments concerned to meet these requests.

Chairman Porter, in his closing address before the Conference last Tuesday, declared the agreement "is a document to proclaim". He asserted: "It represents many significant advances in the broad objective of establishing a more efficient system of world wide communications."

TWO VETS JOIN STAFF OF 'BROADCASTING'

TWO WAR veterans joined BROADCASTING'S editorial staff Monday, one returning to the position from which he had taken military leave.

Fred Fitzgerald, who left the publication in August 1942 for service in the Army, returns as associate editor of the 1946 YEARBOOK. While in service, he was in intelligence and public relations work with the AAF, as technical sergeant.

Edwin H. James, who joins the editorial staff of BROADCASTING'S New York bureau, before the war was a reporter and editor of the Los Angeles City News Service. He enlisted as an infantry private in October 1942 and was commissioned a 2nd lieutenant in July 1943. In 1944 he served with the Army Ground Forces as a combat correspondent in the South Pacific, subsequently being assigned to Public Relations Section, General Headquarters, Southwest Pacific Area. He was acting executive officer there during the Southern Philippines, Luzon and Borneo campaigns. Ending the war as a major, Mr. James' final military assignment was at the Pentagon Bldg. in Washington. He holds the Bronze Star.

BIDS UNNECESSARY FOR MINORITY SALE

PURCHASE of Wilmer D. Lanier's one-third interest in WMLT Dublin, Ga., by George T. Morris and J. Newton Thompson, the two other partners, for $13,100 was approved by the FCC last week in a memorandum opinion.

Action assigns license of WMLT from Messrs. Morris, Thompson, and Lanier doing business as Dublin Broadcasting Co., to Messrs. Morris and Thompson, doing business under the same name. Since no real change in operation of the station is involved, the opinion said, the application need not be handled through the open-bidding procedure announced in the FCC's Crosley-Avco decision [BROADCASTING, Sept. 10].

WMLT operates on 1340 kc with 250 w. Company's balance sheet shows total assets of $27,701.78 and net worth of $12,732.60, book values. Proposal for voluntary transfer of license was dated Aug. 1, and the application was filed with the Commission Sept. 7.

Flamm-Noble Suit

SUIT of Donald Flamm, former owner of WMCA New York, against Edward J. Noble, chairman of the board of American, who purchased WMCA from Mr. Flamm and subsequently resold it to Nathan Straus, has been set for hearing on Feb. 3 in New York Supreme Court. Suit charges that Mr. Flamm was forced to make the sale through illegal duress and fraud on the part of Mr. Noble.

At Deadline...

FRED M. THROWER NAMED AMERICAN VICE-PRESIDENT

FRED M. THROWER Jr., who resigned in October 1943 as vice-president in charge of sales, Blue network, to accept a naval reserve commission, has been elected to a corresponding post by American Broadcasting Co., Mark Woods, president, announced late Friday. John H. Norton Jr., manager of network's stations department, was elected vice-president in charge of stations. C. P. Jaeger, vice-president in charge of sales during Mr. Thrower's absence, becomes vice-president in charge of creative sales, a new post. Murray Grabhorn, former assistant general sales manager, will direct activities of station sales, a new department. New network operations alignment calls for four vice-presidents—Keith Kiggins, Robert Kintner, Nicholas Priaulx, and Charles Rynd, to act as principal assistants to Mr. Woods.

UE STRIKE VOTE SET FOR 750,000 WORKERS

STRIKE VOTE among 750,000 United Electrical, Radio and Machine Workers (CIO) employes of General Electric, Westinghouse and General Motors Electrical Division will be conducted Dec. 13, the union announced Friday. Despite outcome of the vote, however, the union will not authorize a strike before end of this year.

Albert J. Fitzgerald, UE general president, announced the decision at UE's New York headquarters. Mr. Fitzgerald charged that the three big electrical companies have tried to force the union to strike before Christmas. Meanwhile, results of a vote Thursday among workers at GM plants under contract to UE showed "overwhelming" rejection by union members of a company offer for wage increases of 13½ cents per hour, the union said.

GM SPOT CAMPAIGN

PRESENTATION of General Motors' case in current strike is being offered to 70 stations in 30 GM plant cities in form of spot campaign, Campbell-Ewald, Detroit, company agency, reported. Announcements include one-minute dialogs, and one-minute and 50-word narrations. Some stations reported rejecting account. GM has cancelled $5,000,000 in product advertising.

HIGGINS JOINS NAB

MAJ. HUGH M. HIGGINS, chief of the Overseas & Liaison Division, Office of Information Services, Army Air Forces, will join NAB Dept. of Broadcast Advertising in charge of sales promotion. He entered Army in 1942 from NBC Washington, where he was sales promotion manager. Third assistant to Frank E. Pellegrin, department head, may be named soon. (See story page 16).

HARRY MARBLE effective today (Dec. 10) was to become central broadcaster on CBS *World of Today* 6:45-7 p.m. Monday through Friday. Program, which assumes new format, will use three transcribed reports from abroad on occasion.

NORMAN CORWIN, BING CROSBY, FRANK KINGDON, FIBBER MCGEE & MOLLY and FRANK SINATRA were among 25 individuals receiving Page One Awards of 1945, given by Newspaper Guild of New York at its annual Page One Ball.

RCA BOARD ELEVATES SEVERAL TO VICE-PRESIDENCIES

DR. C. B. JOLLIFFE, vice-president of RCA Labs. and former FCC chief engineer, elevated to vice-president in charge of the Laboratories Div., Brig. Gen. David Sarnoff, RCA president, announced Friday afternoon following RCA board meeting.

E. W. Engstrom, RCA Labs. research director, and E. C. Anderson, commercial manager, were elected vice-presidents in charge of their departments. Five officials of RCA Victor Division were elected vice-presidents. They are: Josph B. Elliott, in charge of home instruments; Meade Brunet, in charge of engineering products; L. W. Teegarden, in charge of tubes; J. W. Murray, in charge of Victor records; J. H. McConnell, general attorney.

Thompson H. Mitchell, vice-president and general manager of RCA Communications, was elected executive vice-president.

NETS TO DECIDE BMB MEMBERSHIP ISSUE

DECISION on network participation in audience survey by Broadcast Measurement Bureau is expected before end of year, it was learned Friday after net representatives met with BMB finance committee. Conferees were Edward F. Evans, American; Harper Carraine, CBS; Robert Schmid, Mutual; William S. Hedges and H. M. Beville Jr., NBC. Meanwhile, second in series of educational meetings for agencies was held at BMB headquarters, New York, Thursday. Hugh Feltis and Paul Peter, of BMB, explained usefulness of forthcoming reports.

POPPELE KEEPS TBA JOB

J. R. POPPELE, chief engineer of WOR New York, was reelected president of Television Broadcasters Assn. Friday at annual meeting of the Board of Directors in New York. All other officers were also reelected, as follows: Vice-President, F. J. Bingley, Philco Radio & Television Corp.; Secretary-Treasurer, Will Baltin, Assistant Secretary-Treasurer, O. B. Hanson, NBC. Ernest H. Vogel, Farnsworth Television & Radio Corp., was elected a director of TBA to succeed Lewis Allen Weiss, Don Lee Broadcasting System. Mr. Poppele and G. Emerson Markham, General Electric Co., were reelected as directors.

MBS WAR CRIMES SCOOP

MUTUAL scored a beat on conviction of Japanese Gen. Yamashita, when pronouncement of death sentence was put on network from Manila at 1 a.m. Friday. Lt. Col. A. A. Schechter, AUS Retired, Mutual director of news and special events and former radio officer on Gen. MacArthur's staff, alerted all stations Thursday night when Robert A. Stewart, network's Manila correspondent, arranged for broadcast. Stewart formerly was private under Col. Schechter. Mutual's exclusive marked first broadcast of war crimes trial and verdict. For his alertness Correspondent Stewart got special bonus by wireless. He's from Walla Walla, Wash.

People

COL. DONALD BEELAR, on leave from [a] resident partnership in Kirkland, Fleming Green, Martin & Ellis, Washington radio [a]torneys, returned to the law firm last we[ek] after four years in the Army Air Forces. [He] has been attached to Bolling Field Army [Air] Base in office of Directorate of Air Commun[i]cations. He retains his colonelcy in the Arm[y] Air Forces Reserve.

JUDGE JUSTIN MILLER, NAB presiden[t] spoke on CBS Sunday 11:05-15 a.m. in obse[r]vance of Universal Bible Sunday.

SHIRLEY SNYDER, daughter of GLENN [D.] SNYDER, vice-president and general manage[r] WLS Chicago, is to be married Dec. 12 to WIL[-] LIAM HERBERT GRAFFIS, film writer, [at] bride's parents' Chicago home.

WILLIAM McILVAIN, back from Navy, be[-]comes timebuyer of Leo Burnett Co., Chicag[o] Jan. 1, succeeding PAULINE WATROS wh[o] will move to Hollywood with husband.

JULIET LEDNER, former account executive with Theodore J. Funt Co., New York, now with Seidel Advertising Agency, New York, in similiar capacity.

BRYAN HOUSTON has returned to Young & Rubicam as member of plans board after relief from Army as colonel. He was OPA Director of Rationing until March 1944, when he entered Army and became Assistant Director, Public Relations, War Dept.

FRED HOFFMAN promoted to manager of news bureau of WWDC Washington. DORIS ZALKIND becomes news writer. NANCY LESSER is added to staff.

MADGE TUCKER, writer-director of American's *Coast-to-Coast on a Bus*, and William Burke Miller, former manager of NBC public service department, just back from overseas military duty, were married last week at Marble Collegiate Church, New York.

ELMER DECKER, former advertising and sales manager of Pioneer Gen-E-Motor, Chicago, has been named production manager, Burton Browne Agency, Chicago.

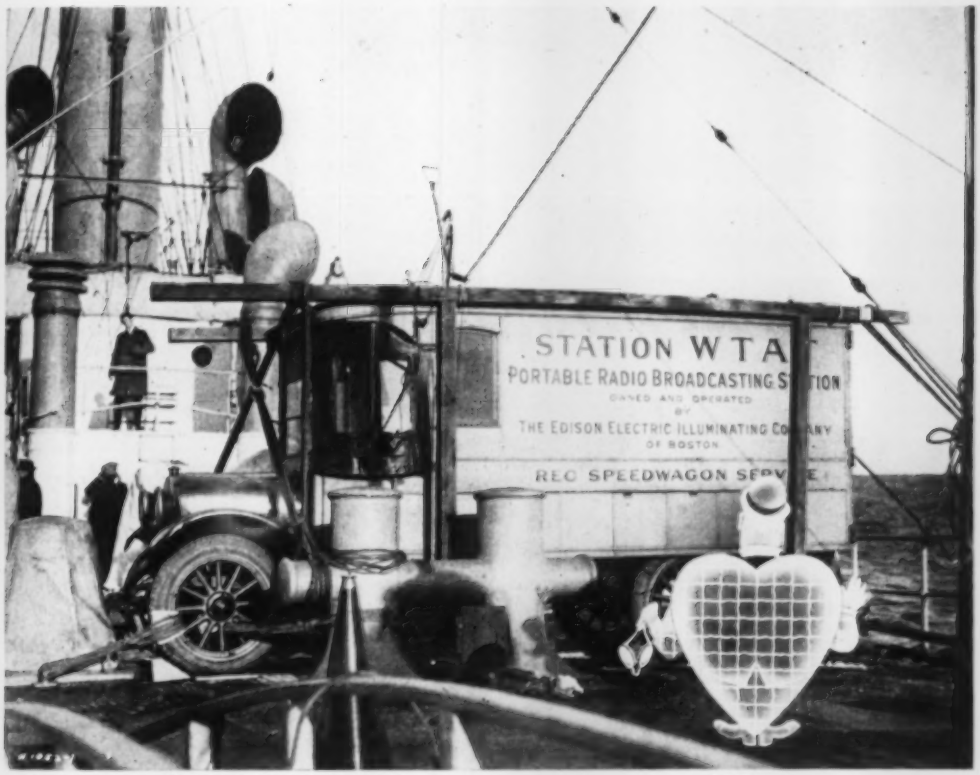
ALLAN CURNUTT has been appointed manager of WOSH Oshkosh, Wis. He was formerly on sales staff of WTMJ Milwaukee.

ROBERT W. BOOTH, who left Army as captain after five years service, has returned to WTAG Worcester, Mass., as assistant manager. He served last three years in air defense system of Hawaii.

NAM ANSWERS STATIONS

COMPLAINTS by southwestern radio stations that broadcasters had been excluded from National Association of Manufacturers' flying press tour to inspect Texas, Oklahoma industrial reconversion, brought answer Friday from NAM. Tour, which began yesterday, includes representatives of papers which own stations; networks would not be interested since junket is regional only; radio would find trip hard to cover because of limited facilities and news services will supply coverage to stations, NAM explained. Meanwhile, NAM said it would begin series on American Jan. 5, Saturdays, 7-7:15 p.m., alternating 13-week periods with U. S. Chamber of Commerce, with program titled *It's Your Business*.

Salute to
WEEI, BOSTON
for first use of radio to broadcast direct from scene of disaster



Portable transmitter truck (WTAT) sent to White River Junction by WEEI to restore communication between northern and southern New England in the disastrous Vermont flood of 1927

FEW ARE THEY who can appreciate the full comprehensiveness of broadcasting's service to the home, community and nation—for as imposing as one station's contributions may be, the complete story is the sum total of efforts in all communities, large and small.

The first sound of broadcasting's voice, as we know it today, was in *public service*—bringing election returns into homes as fast as ballots were counted. Such was the start of broadcasting at the turn of the Twenties—rolling down the pages of the past quarter-century like a giant snowball.

In November, 1927, hysteria swept New England. The word spread from mouth to mouth that the whole north country had been wiped out by floods. With wire communication facilities down, WEEI recognized a desperate situation and did something about it.

The station's portable sound truck was rushed into the flood area. An antenna was hung from the top of the flagpole on the White River Junction's school building, and several batteries, collected from home-set owners, provided the extra power needed to relay the signal to Boston.

By reporting that only one person (not hundreds) had died, fears were quieted and order restored. Attention was called to a gasoline shortage, and emergency supplies rushed into the flood area. WEEI then chartered the safest routes for farmers to use from Vermont to Boston, thereby preventing a stoppage of milk deliveries to metropolitan consumers.

For the first time in radio's history, an attempt had been made to broadcast news from the scene of a disaster. But this is only one example of the myriad ways radio has served in times of need!

KMBC, since its beginning as one of the pioneer middlewestern broadcasters has built a cherished reputation for public service. In 1938 its mobile unit provided the lights to guide rescuers in a coal mine cave-in at Moberly, Mo. An important role, too, was taken by KMBC to relieve suffering in severe blizzards.

Such is the American System of Broadcasting—multiplied hundreds-fold in all parts of the land!

KMBC
OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928 ★ BASIC CBS STATION FOR MISSOURI AND KANSAS